

ITEM No ...6.....

REPORT TO: CITY DEVELOPMENT COMMITTEE – 28 OCTOBER 2019
REPORT ON: OUR FUTURE CITY CENTRE
REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT
REPORT NO: 267-2019

1 PURPOSE OF REPORT

- 1.1 The purpose of this report is to establish the Council's approach to future development and investment in the city centre. Dundee city centre has undergone radical and transformative change during recent decades. Strategic planning and investment have led to the creation of a high quality public realm, extensive pedestrianisation and the delivery of major assets, such as the Overgate redevelopment. Recently, the focus has been in the Central Waterfront, a pivotal project in Dundee's transformation towards a nationally and internationally competitive city, delivering new assets in the form of Slessor Gardens, V&A Dundee and the new train station.
- 1.2 As the Central Waterfront moves through the next phase of development there is a need to ensure that the entire city centre stays strong and builds on the positive development that has been undertaken. To best prepare for future development and investment opportunities an improvement plan is being developed. This plan will inform development around major sites, transportation, active travel, pedestrianisation, environmental improvements and public realm enhancements. Crucially, it will help the City Council to capitalise on opportunities and initiatives as they emerge, such as government grants and the proposed Low Emission Zone.
- 1.3 In recognition of the importance of town and cities, the Scottish Government has allocated £50m to the Town Centre Fund, of which £735k has been awarded to Dundee City Council. This allows a range of projects and works to be implemented that respond to challenges and opportunities that have been identified. The latter part of this report sets out proposals to direct this capital expenditure towards projects and works which will strengthen and improve the quality of the city centre's public realm.
- 1.4 Caretaking and maintenance of the city centre's buildings and public realm is vital to projecting a positive view of Dundee's achievements and positive trajectory. If left unchecked even the highest quality environments can experience the effects of deterioration, which have a negative impact on public perception, visitor experience, business success and investment potential. It is proposed to establish a joint officer group which will develop a caretaking and maintenance strategy to ensure that the city centre's built environment is maintained to a high quality and consistent standard.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee:
- a remits the Executive Director of City Development to develop an improvement plan for the city centre. This will be reported back to the elected members for approval in due course;
 - b approves the proposed Town Centre Fund programme of capital expenditure, as set out in Appendix 1;
 - c delegates the Executive Director of City Development to deliver the Town Centre Fund programme of capital expenditure, following appropriate procurement processes, in order to meet the tight timescales associated with this fund; and

- d remits the Executive Director of City Development to develop a cross departmental caretaking and maintenance strategy, which will be reported back to the elected members for approval in due course.

3 FINANCIAL IMPLICATIONS

- 3.1 Through the Scottish Government's Town Centre Fund initiative, Dundee City Council has been awarded £735,000.00 capital expenditure for financial year 2019–2020.

4 BACKGROUND

- 4.1 Over the past 30 years, through long-term planning, strategic investment and creativity, a range of projects have been delivered in the city centre that have created a strong, high quality, regional centre. The development and regeneration of core buildings, streets and spaces, including the Overgate, Murraygate, City Square, Albert Square, Tay Square, Reform Street, High Street, Castle Street and Union Street, has profoundly enhanced the quality and potential of the city centre's historic core and the businesses it supports. Through these ambitious projects, Dundee city centre is recognised for the quality and extent of its pedestrianised streets and spaces, delivering a high quality environment free from vehicle noise and emissions.
- 4.2 In more recent times, Dundee City Council has become Scotland's leader in urban regeneration projects through the ambitious Waterfront Development. It has National Development status in the Scottish Government's National Planning Framework 3 and it will generate a billion pounds of investment and thousands of jobs over its 30 year programme. This regeneration project is of immense importance to Dundee's future in an increasingly competitive and international context, and the works to date have delivered significant assets, including the unique V&A Dundee, a train station befitting our city status, multifunctional gardens, a rationalised road network and significant future development sites to help attract and retain jobs in the city.
- 4.3 Active travel and pedestrian connectivity between the Central Waterfront and the historic core is important to the future success of the entire city centre. Union Street, Crichton Street, Castle Street, Commercial Street and their southern extensions are the fundamental connections, which will continue to grow in importance as tourism and site development increases pedestrian movement. Development of the Central Waterfront's remaining sites will undoubtedly help to reinforce the north-south connections. However, the evolution of the city centre's historic streets are likely to play a greater role in attracting people into the core of the city. The pending introduction of a Low Emission Zone and the potential for increased pedestrianisation and restricted vehicle access will create opportunities to progress the historic city centre further towards a destination of vibrant social activity.
- 4.4 Another distinctive feature in Dundee's regeneration is its outstanding public art contributions. The city's character and sense of place is uniquely defined by a variety of works celebrating culture, history and often underpinning the success of regeneration projects, such as the street furniture within the city's historic centre. The art and sculpture introduced to the city over the past 25 years exceeds that of any Scottish town or city and the cultural value and joy it brings to communities, locals and visitors is priceless.
- 4.5 Positively, through the increase in tourism and other activities, Dundee city centre is responding to and building resilience against the evolving consumer trends in relation to online and out of centre retailing. There has been a significant increase in food and drink outlets and more leisure activities have been introduced. Visitor numbers have notably increased in recent years, which has led to a 22% increase in hotel bed stock since July 2018. This has generated major investment in the upgrading of existing hotels and the regeneration of vacant properties, most noteworthy the regeneration of Lower Dens Works. Importantly, these projects demonstrate how a strong city centre, heading in a positive direction, can generate redevelopment outwards from the centre.

- 4.6 Over the years, these projects and initiatives have received various prestigious awards for their outstanding urban regeneration, including the British Urban Renewal Association's 'Best Practice' award for the regeneration of the High-Street/Murraygate, RPTI Scotland's Best Place award and multiple Scottish Quality Awards in Planning for the Central Waterfront development and our legacy of public art. Importantly, beyond the accolades, these projects have delivered major assets, services, infrastructure and opportunities for the city.
- 4.7 The nature of the high street is changing globally with a shift in public expectations towards experience, leisure and entertainment. Dundee city centre needs to respond by ensuring that the commercial businesses and opportunities are best served by an attractive, dynamic and welcoming environment. Despite previous success, more investment is required to ensure that the whole of the city benefits from a constantly high standard of public realm. In conjunction with the need for a diversified commercial and leisure offer, the public realm must also provide more things to do, more reasons to visit and better facilitate public activity and socialising.
- 4.8 The Scottish Government recognises the vital role that town and city centres play in public life and economic development. Through the themes set out in their Town Centre Action Plan, significant principles, tools and initiatives have emerged, including the Town Centre Tool Kit, Town Centre First Principle and the Town Centre Fund (TCF). The nationwide TCF provides capital funding to support the development of town and city centres by enabling local authorities to stimulate and support place-based economic investment which encourages town centres to diversify and flourish. Specifically, the funding contributes to transformative investments which drive local economic activities and re-purpose town centres to become more diverse, successful and sustainable. This could include repurposing empty buildings, improving the quality and accessibility of the public realm, or improving walking, cycling and digital infrastructure.
- 5 IMPROVEMENT PLAN**The City Council continues to deal with significant challenges when delivering regeneration and improvement works across the city, particularly under the current financial circumstances. To allow the City Council to be better placed to respond when funding opportunities become available, it is proposed that we develop an improvement plan which will inform future investment in the city centre. The improvement plan will identify priority projects which strengthen the city centre's economic, environmental and social sustainability, including the development of key sites, public realm improvements, enhanced traffic management, further pedestrianisation, increased active travel infrastructure, and air quality improvements.
- 5.2 The improvement plan will target priority roads and streets, including the inner ring road, Seagate, Reform Street, St Andrew's Street, Trades Lane, Crichton Street, Castle Street, Union Street, Whitehall Street and Whitehall Crescent. The issues and challenges these roads and streets present is broad. However, the common thread is a move towards improving access, environmental quality and air quality for people, and to help shift the role and function of the city centre further towards a vibrant place which supports public life.
- 5.3 The introduction of a Low Emission Zone (LEZ) in Dundee will play a fundamental role in the development of a high quality city centre environment by eliminating the most polluting vehicles and reducing the quantity of traffic. Funding was recently allocated at Committee to develop and consult on the potential options for the LEZ (Article II of the minute of meeting of the Community Safety and Public Protection Committee of 30th September, 2019, report 325-2019 refers). The improvement plan will align with and complement the ambitions of the LEZ through the introduction of further green infrastructure, pedestrianisation and active travel infrastructure.
- 6 CARETAKING AND MAINTENANCE**
- 6.1 Having created a high quality public realm within the city centre, improved caretaking and maintenance of the existing street furniture and finishes is essential. Awareness and active management needs to be carried out between City Development and Neighbourhood Services to ensure that maintenance regimes are implemented. It is also critical that departments

instructing works within the public realm report and remedy any breaches in the finished works and materials, such as concrete and blacktop infill to high-quality street finishes.

- 6.2 It is within the interest and responsibility of both the public and private sector to ensure that the city centre and other key public streets across the city are attractive and vibrant. Buildings, street furniture and finishes require regular maintenance to avoid the negative impacts of deterioration. Fife Council's "Stitch in Time" project provides a successful precedent on how to address the deteriorating condition of town centre buildings and main thoroughfares by raising awareness of repair and maintenance liabilities across all tenures, and encouraging collaboration between owners of commercial and domestic properties.
- 6.3 To help raise and maintain the quality of Dundee's city centre environment, City Development, in collaboration with Neighbourhood Services, will develop and bring back to Committee a strategy which will implement proven practices from Fife's "Stitch in Time" project and set out our approach to dealing with the caretaking and maintenance challenges.

7 PROJECTS

- 7.1 The City Council intends to focus the TCF on physical, place-based, projects that will enhance the quality, attractiveness and usability of the city centre's historic core. Improving the core will help to strengthen the connectivity and cohesiveness of the city centre's public spaces and attractions, primarily the north-south links from the Central Waterfront towards McManus Galleries. Spend will be focused on four priority projects. The following sections provide an introduction to these projects and include approximate funding allocations. Smaller projects are also proposed throughout the core of the city centre, which include further public art sculptures and improvements to local venue advertising. Contingency and consultancy fees will take up the remainder of the TCF budget. Further detail on all of the proposed projects is set out in Appendix 1.

7.2 Reform Street

Reform Street's southern end has the same semi-pedestrianised status as the High Street and Murraygate. However, it lacks the animation and social activity that these streets possess. This is primarily the result of the carriageway change in level, which gives the feeling of a formal road, and the lack of street seating to support dwell time and social activity. It is proposed that seating and green infrastructure is introduced to the carriageway to help change the public's perception of how the use of the street can be shared and to encourage more food and drink businesses to occupy vacant ground floor premises. Additional drop kerb crossing points will also be introduced to the street to increase the level of accessibility. Proposals will take into account the year round functions that the carriageway performs and respect the classical nature of this important street. Approximately £100k of the TCF budget will be allocated to the Reform Street works.

7.3 Finalising Street Improvements

Over the past 30 years extensive street improvements have been delivered throughout the city centre, originating in the core of the city and then progressing outwards. This investment has improved the overall appearance and attractiveness of the city centre for visitors and supports existing businesses and commercial opportunities by providing a high quality environment to serve the properties. High quality materials, primarily Caithness stone and Chinese granite, have replaced older finishes and improved safety standards by removing broken and uneven slabs.

It is proposed to utilise the TCF to continue this long-term street improvement programme by completing specific areas within the core of the city, including the Murraygate and Panmure Street, and then extending the improvements to streets beyond the core, such as King Street, Cowgate and St Andrew's Street. It is proposed that a proportion of the TCF budget

(approximately £200k) is invested via the Roads Maintenance Partnership to deliver improvement works in these areas.

7.4 **Castle Street and Crichton Street Key Approaches**

The importance of both Crichton Street and Castle Street will continue to grow as the development of the Central Waterfront progresses. Increased pedestrian movement through city square could be encouraged if the access ways from these streets is better signposted and more inviting. Currently, the access ways from both streets are almost hidden and the Castle Street pend is uninviting. It is therefore proposed that new signage is applied to both ends of the access ways and that the Castle Street pend is refurbished to improve its attractiveness and usability. This will involve new finishes, lighting and artwork to improve the experience of moving through the pend. A total of approximately £115k of the TCF budget will be allocated to the works proposed for both access ways.

7.5 **City Square**

City Square is the principal civic space within the city centre. As well as facilitating many successful organised events throughout the year, it provides space for informal socialising and general public activity. More can be done to progress the latter by increasing the reasons to visit the square, improving the seating quality and capacity, and by strengthening the relationship between perimeter businesses and the heart of the square. Improving the means of access also helps, and this relates to the previously outlined access enhancements via Castle Street and Crichton Street.

To help improve the situation it is proposed that new bespoke seating will replace the existing picnic benches and some of the perimeter planters to help break down the barrier between the businesses. The remaining planters will be upgraded to improve their appearance. The new furniture will be designed to increase the seating capacity and to promote the City Square as a destination by reflecting Dundee's City of Design status. A total of approximately £125k of the TCF budget will be allocated to the items proposed for City Square.

Officers will endeavour to deliver as many of the projects identified in Appendix 1 as possible. However, until more accurate costings are obtained and the project logistics are fully realised, it is difficult to fully commit to all of the projects. The logistical pressures placed on the proposed projects will include procurement procedures, health and safety requirements, statutory approvals, utility considerations and the TCF funding timeframe. TCF monies are to be used in financial year 2019/2020 and any unused or unspent funds will require to be returned. "Spent" is defined as where the construction work has commenced or contracts signed, whereby actual delivery of the works may run into the next financial year. It is expected that the works are completed early in the next financial year up to a maximum of 6 months to ensure return of unused grant within 2020/21.

7.6 **Small Projects**

In addition to the main focus areas of the TCF spend, various small projects are proposed within the city centre area. Public art and local venue advertising will be the focus of the small projects. Although small in scale, these projects will have a significant impact on how people experience and engage with the city centre. Approximately £70k of the TCF fund will be allocated to the small projects. The TCF will deliver several planned public art projects, including a fourth small sculpture to accompany the squirrel, monkey and penguins; a series of small curiosities for the "lost and found" project; and a polar bear sculpture to celebrate the city's 1881 escaped polar bear event.

Advertisement of local venues and events is vital to promoting the city centre's continuous cultural activity. Through the TCF it is proposed that the existing city centre poster towers, which are nearing the end of their lifespan, are replaced with a more contemporary and less

intrusive design. These new poster towers are proposed to be introduced to strategic locations within the Central Waterfront. Digital screens are also proposed for the Caird Hall to replace the impracticable poster boards located between the main entrance columns. Where possible this digital information will be shared at other key locations, such as the train station foyer's digital screen.

8 POLICY IMPLICATIONS

- 8.1 This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

9 CONSULTATIONS

- 9.1 During Spring 2019 a presentation on the long-term future development of the city centre was given to the DDONE group. A broad range of topics was covered, including improvements to the city centre's public realm, which does correspond with the TCF projects and the proposed improvement plan.
- 9.2 City Development will consult with the businesses impacted by the TCF projects to ensure that the proposals have their support.
- 9.3 The Council Management Team were also consulted in the preparation of this report.

10 BACKGROUND PAPERS

- 10.1 None.

Gregor Hamilton
Head of Economic Development and Planning

Author: Alan Brown

Robin Presswood
Executive Director of City Development

Dundee City Council
Dundee House
Dundee

GH/AB/KM

17 October 2019

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1.0 INTRODUCTION

1.1 Town Centre Fund

In recognition of the important role of towns and cities in both public life and economic development, the Scottish Government's Town Centre Fund provides local authorities with capital funding to stimulate and support **place-based economic investment which encourages town centres to diversify and flourish.**

The funding contributes to transformative investments which drive local economic activities and re-purpose town centres to become more diverse, successful and sustainable. This could include repurposing empty buildings, improving the quality and accessibility of the public realm, or improving walking, cycling and digital infrastructure.

Dundee City Council has been awarded £735,000.00 capital expenditure for financial year 2019–2020.

£50 million Town Centre Fund, to boost Scotland's high streets



1.2 Funding Focus

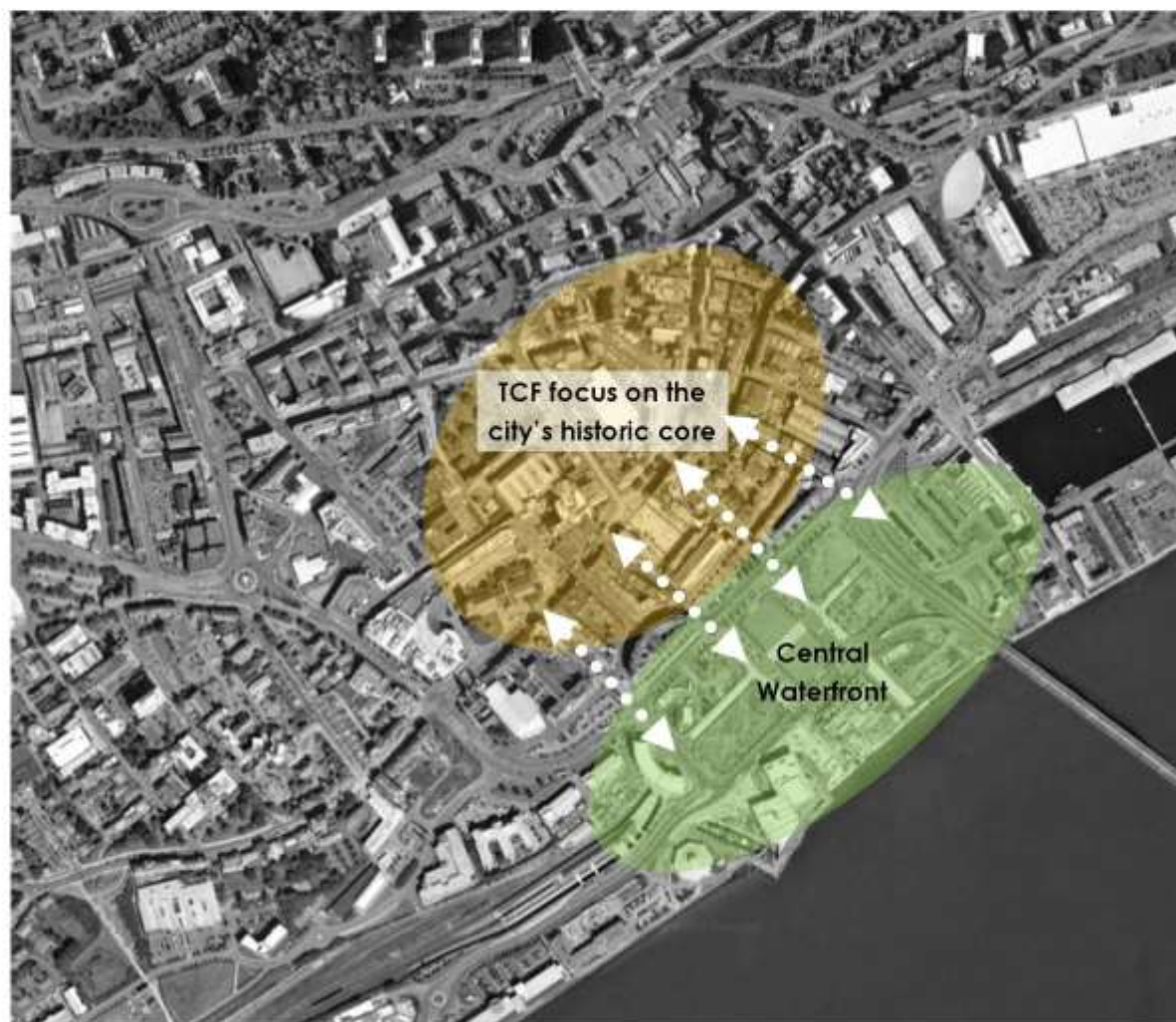
Dundee City Council will concentrate the Town Centre Fund spend on physical, place-based, projects that enhance the quality, attractiveness and usability of the city centre's historic core, which will in turn support local businesses and commercial opportunities.

While strengthening the cohesiveness of the city centre's public spaces, the projects will also have a positive impact on the reasons to visit the historic core and will strengthen the desired links with the Central Waterfront and its associated tourism draw.

The proposed projects will focus on four key areas:

- **Reform Street**
- **Finalising Street Improvements**
- **Castle Street and Crichton Street Key Approaches**
- **City Square**

New street furniture, improved access, signage, public art, digital and green infrastructure will be introduced to these spaces to encourage increased pedestrian activity and, particularly within Reform Street, to challenge public perception of the use of the existing shared space. Further project information is set out in the following sections.



2.0 PROPOSED PROJECTS

2.1 Reform Street

Reform Street's southern end has the same semi-pedestrianised status as the High Street and Murraygate. However, it lacks the animation and social activity that these streets possess. There are two key reasons for this situation:

1. The change in level between carriageway and footway suggests a standard road hierarchy and this also makes it difficult for less able bodied people to cross the street.
2. the lack of street seating on the carriageway reinforces the first point and reduces the opportunity for social activity and dwell time.

Addressing the level change is beyond the budget available. However, the proposals will improve the current situation by introducing seating, green infrastructure and more level crossing points. These measures will help to encourage social activity, while helping to attract new businesses to the street. Approximately £100k of the TCF budget will be allocated to the Reform Street works.

Introducing the right amount of furniture is a delicate balance between providing enough seating and avoiding the clutter that can inhibit pedestrian movement. The conceptual image opposite provides an idea of the design intention, where furniture is introduced to the existing carriageway and not the footways. The proposals will be further investigated following Committee approval.



Existing Pedestrianised Reform Street



Existing Pedestrianised High Street



Indicative view of Reform Street with the introduction of seating and planters.

2.2 Finalising Street Improvements

Over the past 30 years street improvements throughout the city centre have benefited visitors, tourists, businesses and commercial opportunities by creating an attractive street environment. Older and damaged street finishes have increasingly been replaced with high quality materials, primarily Caithness stone and Grey Chinese Granite.

To continue improving the attractiveness and safety standard of the city centre's pedestrianised areas, the ongoing programme of street improvements will be bolstered by additional funding from the TCF.

It is proposed that a proportion of the TCF budget (approx. £200k) is committed to deliver approved improvement works.

How much improvement can be delivered within the funding available is yet to be fully determined. However, the intention is to first target areas of incomplete improvement works within the core of the city centre, such as sections of the Murraygate and Panmure Street. Thereafter, and budget dependant, specific streets outside the core will be tackled, such as St Andrew's Street.



Extensive blacktop finish at the junction between Murraygate, Panmure Street and the Cowgate.



Blacktop infill to the Cowgate.



Older sections of Silver Aberdeen Townscape amongst the more recent Grey Chinese Granite.



Precast concrete slabs on St Andrew's Street

2.3 Castle Street and Crichton Street Key Approaches

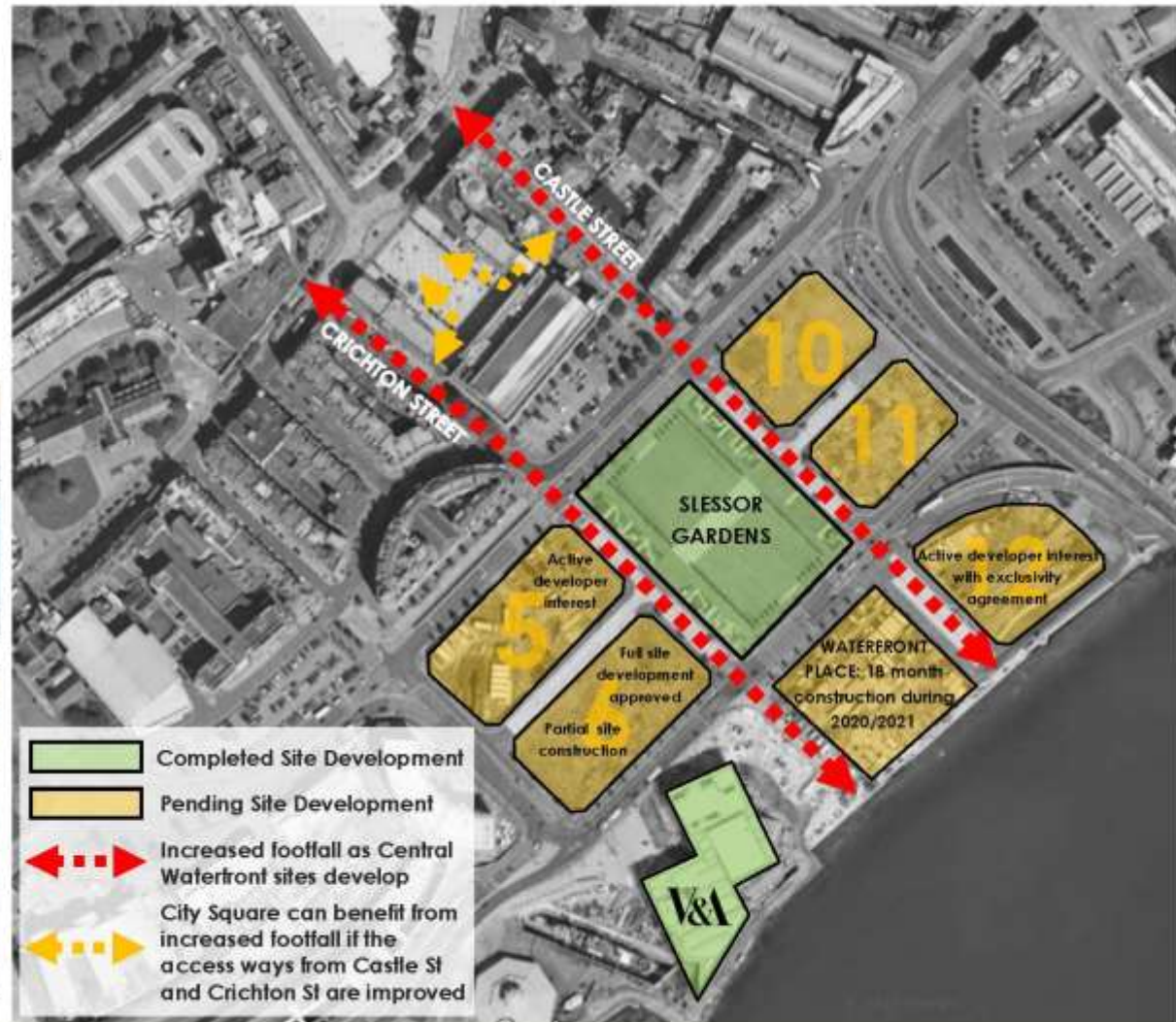
The importance of both Crichton Street and Castle Street will continue to grow as the development of the Central Waterfront progresses. Increased pedestrian movement can be afforded to City Square if the entrances are signposted and more inviting. Currently, both entrances are almost hidden and the Castle Street pend is uninviting. Proposals to improve both accesses are set out in the following sections. Approximately £115k of the TCF budget will be allocated to these works.



Unsigned Crichton Street stair Unsigned Castle Street pend



Unsigned and uninviting Castle Street pend



2.3.1 Castle Street Pend

To increase pedestrian awareness of the Castle Street pend and to make it more welcoming and attractive a series of improvement works are proposed, including:

- 1) New entrance gates of the same quality and standard as the artistic gates that have been introduced to the city centre's other pends and closes, e.g. Crooms Close example opposite.
- 2) High quality stone flooring to replace the existing concrete slabs, reflecting the quality of City Square.
- 3) Artwork panels applied to the unsightly barred openings.
- 4) 'Castle Street' signage applied to the stairway canopy within City Square.

Following Committee approval, the above ideas will be further developed during the design process.



Proposed canopy signage.

2.3.2 Crichton Street Stairway

To increase pedestrian awareness of the Crichton Street stair, new signage is proposed at both ends of the access. On Crichton Street it is proposed that profile lettering will be mounted onto the wall adjacent to the entrance, whilst within City Square a sign will be mounted onto the stairway canopy, as per the opposite images.

The signage font will in a classical style to match the font used on the existing Caird Hall signage.

Following Committee approval, the proposed signage will be further developed during the design process.



Proposed canopy signage. Font to match Caird Hall's existing signage.



Proposed stairway signage. Font to match Caird Hall's existing signage.

2.4 City Square

City Square is the principal civic space within the city centre. As well as facilitating many successful organised events throughout the year, it provides space for informal socialising and general public activity. There are several key aspects which can be improved to enhance the quality and function of City Square, including:

1. increasing the reasons to visit the square;
2. improving the seating quality and capacity;
3. strengthening the relationship between perimeter businesses and the heart of the square; and
4. improving the Square's access points.

The TCF cannot satisfy all of the above aspects, but it can help to improve the situation. For example, by enhancing the Castle Street and Crichton Street access ways, as described in section 2.3.

Further improvements are set out in the following pages. Approximately £125k of the TCF budget will be allocated to the items proposed for City Square.



Seven benches with only ten people seated. In social and capacity terms the current seating is underperforming.



During late afternoon people bypass the small benches and picnic tables to sit on the Caird Hall steps; preferring a larger, continuous and elevated edge.



Planters create a physical and visual barrier between the businesses and the inner square. The seating and planting is separate, with only one side being active.



Verona Square: successful inner and outer square where there is a strong physical and visual relationship.

2.4.1 Planters and Seating

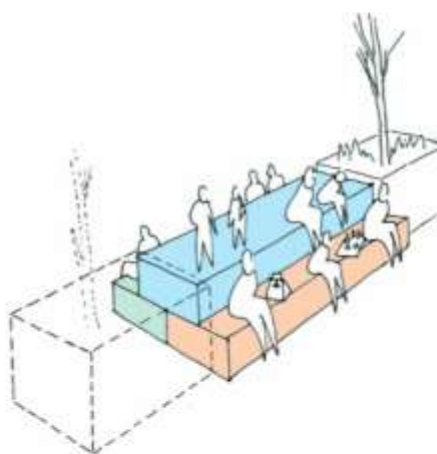
Perimeter Planters & Seating

To help create a more dynamic atmosphere within City Square, the perimeter businesses should have a strong visual and physical relationship with the heart of the square. Currently, this relationship is weakened by the large timber planters. To improve this situation and to increase potential seating it is proposed to break down the barrier by removing some of the planters and introducing more integrated seating around some of the remaining planters, which will be upgraded to improve their appearance. Any superfluous furniture will be relocated to more appropriate locations within the city.

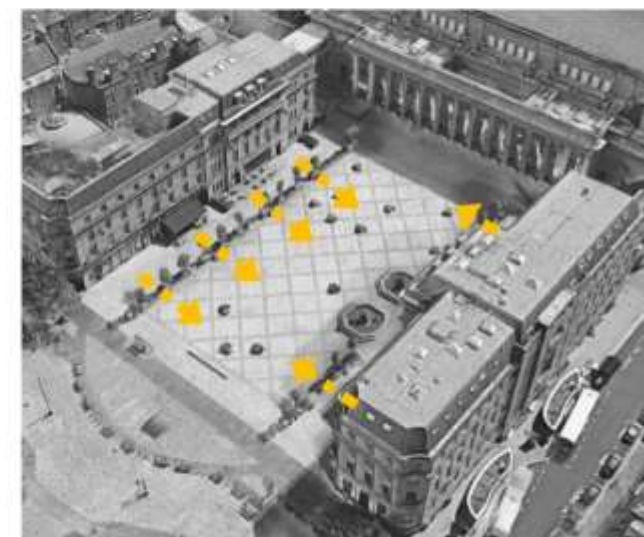
Core Seating

The Square will benefit greatly by introducing a seating type that attracts more people and creates a sense of destination. New bespoke furniture is proposed to replace the existing picnic benches, which will be designed to reflect the city of design status, promote public interaction and increase the seating capacity.

The images and sketches opposite are indicative. Following Committee approval, the furniture will be developed during the design process. Approximately £125k of the TCF budget will be allocated to the items proposed for City Square.



Indicative sketch exploring ideas to reduce the number of planters and increasing the seating.



Increased connectivity between the perimeter businesses and the heart of the square.



3D models exploring seating ideas, using existing planters to sculptural forms that act as seating.

2.5 Small Projects

In addition to the main focus areas of the TCF spend, various small projects are proposed within the city centre area.

Public art sculpture and local venue advertising will be the focus of the small projects. Although small in scale, these projects will have a significant impact on how people experience and engage with the city centre.

Approximately £70k of the TCF fund will be allocated to the small projects.



2.5.1 Public Art Sculpture

Public art continues to be an amazing success story in Dundee, celebrating the city's culture and history, while bringing joy to locals, visitors and tourists. Such is the success that several sculptures have been 'adopted' by the people of Dundee and are regularly used to promote events and charities.

To further strengthen the city's cultural reputation, it is proposed to deliver several sculptures that have been in the pipeline for some time.

The Fourth Small Sculpture

The squirrel, monkey and penguins are actually incomplete. Originally intended as a quartet, the fourth instalment was never realised. A brief has been established to complete the set, which will see the introduction of another unfamiliar visitor.

Lost and Found

A series of small curiosities left within the city centre. It will be up to the finder to discover the relationship between the objects.

Polar Bear At Large

The city centre's fantastic escaped polar bear story of May 1881 is surprisingly unfamiliar to Dundonians and visitors. This would all change through the proposed polar bear sculpture that would sit around the top of Castle Street, near to the bear's point of recapture.



2.5.2 Local Venue Advertising

Advertisement of local venues and events is a vital service. The tactile and temporary nature of the paper posters, displayed on towers in and around the city centre, provides a sense of continuous cultural activity. The existing advertisement towers and boards are successfully managed by Street Advertising Services. Through the TCF this service will be sensitively continued into the Central Waterfront via new slim line poster towers. The towers will be positioned in strategic locations, such as the train station plaza. Depending on the funding available, some of the city centre's existing octagonal towers may be replaced.

For practical reasons there is a desire to advertise through digital means at the Caird Hall. Through the TCF, the existing poster boards, mounted between the entrance columns, will be replaced with electronic screens; rotating the hall's full listings and other Council supported events and venues.

There are benefits to sharing this digital advertising with other key public locations, such as the train station. The station's existing digital display is currently underutilised and could be linked with the Caird Hall's screen. Compatibility investigation will be carried out to determine if the information can be shared.



Proposed digital signage to replace the Caird Hall's posters boards.



Dundee train station's existing digital display. There is potential to make better use of this screen to advertise key events and venues. It is proposed that this is linked to the information displayed on the Caird Hall's proposed screens. Compatibility investigations will be carried out, as well as further investigation into other potential locations to share the digital advertising.



Proposed city centre poster towers. The new slim line design is free standing and solar powered, avoiding any disruption to the city centre's footway finishes.