

ITEM No ...4.....

REPORT TO: CITY DEVELOPMENT COMMITTEE – 6 MARCH 2023

REPORT ON: CITY CENTRE STRATEGIC INVESTMENT PLAN – CITY NIGHTS AND CITY LIGHTS

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 76-2023

1 PURPOSE OF REPORT

1.1 The report updates members on a range of initiatives to promote the vibrancy and attractiveness of the city centre. These include “city dressing” in key streets; a city lights project to highlight key buildings and features that support public safety; and a pilot evening economy project.

2 RECOMMENDATION

2.1 It is recommended that the Committee:

- a approves the project to enhance Exchange Street through the installation of an illuminated sign and cycle parking/planting infrastructure and delegates the Executive Director of City Development to finalise the project design and to implement the scheme within the funds available in the capital plan 2022/2023;
- b approves the pilot project to promote the evening economy in the city centre that will run between April and June 2023; and
- c notes the various "city dressing" and lighting works that will add vibrancy and colour to key streets including High Street, Murraygate and Union Street.

3 FINANCIAL IMPLICATIONS

3.1 These projects will be supported by funding provided for City Centre Recovery and the table below illustrates funding sources and budgets:

Project	Indicative Budget	Source
City Dressing		
Exchange Street	£50,000	City Investment Fund
Union Street	£45,000	Scottish Government City Centre Recovery Fund
Murraygate/High Street	£20,000	Scottish Government City Centre Recovery Fund
City Lights	£100,000	City Improvement Fund
Evening Economy	£100,000	Scottish Government City Centre Recovery Fund

4 BACKGROUND

4.1 Reference is made to Article VI of the minute of the City Development committee meeting held on 31 October 2022, Report Number 290-2022. This report approved the draft City Centre Strategic Investment Plan and remitted the Executive Director of City Development to pursue external funding to support delivery of projects that would contribute towards the Plans aspirations. The plan makes specific mention of the need to create a vibrant city centre with unique destinations as well as a specific action around the evening economy. This suite of city

centre projects links directly to these. They have been developed in consultation with stakeholders. Opportunities to progress with projects in other key streets including Castle Street and Reform Street will be discussed with businesses and other interests, subject to the availability of funding.

Exchange Street

- 4.2 Exchange Street is one of Dundee city centre's unique historic streets. Cobbled end-to-end and with a number of successful independent businesses at ground floor level, it is a destination with a growing tourism and visitor and evening offer.
- 4.3 Following meetings with stakeholders/businesses from the street, there was consensus on a proposal for a high-level illuminated street sign. This would be visible from Shore Terrace and Slessor Gardens and would help attract further footfall along the street.
- 4.4 The sign would be suspended on catenary wires between the two buildings at the western end of the street. The proposal is subject to appropriate permissions being granted, and detailed engagement with local businesses. The sign will be established in a way that is consistent with Dundee's status as a UNESCO City of Design.
- 4.5 It is also proposed to install two new bike stand/planter pods which will be positioned in existing parking bays at either end of the street. These will improve the entrance point at both ends of the street as well as encouraging active travel.

Union Street - High Level Street Dressing

- 4.6 Over the last 3 years, Union Street has been subject to temporary improvement works to create a pedestrian zone and encourage increased animation. A project led by UNESCO Dundee has been engaging stakeholders in designing permanent improvements to the street to maximise the benefits of traffic being removed. This city dressing project will provide an impactful temporary installation whilst full plans are developed. It will deliver playful decorations to hang at height on the four catenary wires currently utilised for Christmas decorations. The city dressing will be designed to be capable of use in other city centre streets in future to provide colour and variety.

Murraygate/High Street

- 4.7 There are a series of banners in place outside Overgate and Boots in the High Street and along the Murraygate. The current banners have been in place for two years to promote the "buy local" message funded from Scotland's Towns Partnership. The proposal is to update these banners across two phases. The first phase will be tartan themed, linking the city centre and acknowledging the Tartan exhibition at V&A Dundee due to start in April. The banners are highly visible and will brighten the city centre in a fun way.
- 4.8 At the end of this exhibition, the tartan banners will be refreshed with content to actively promote the city's many cultural attractions and help highlight these to visitors and locals alike.

City Lights

- 4.9 External lighting at McManus is already underway as part of this programme. This project will replace the existing aged lighting with improved provision which offers enhanced energy efficiency, greater flexibility and carbon emission reduction. This will use 2022/2023 funding and further funding is available in the coming year.
- 4.10 A programme of works is proposed to investigate and establish up to 3 lighting projects on key buildings, points of interest, and specific street art.

Early Evening Economy Pilot 2023

- 4.11 It is proposed to pilot a project to promote the growth of the city centre evening economy. The project will run over 13 Thursdays between April and June 2023 and aims to extend the traditional weekend evening economy and support city centre businesses and cultural attractions.
- 4.12 Following consultation with stakeholders around the theme of the early evening economy, it was clear that a collective response was required in order to gain the critical mass of activity that would attract participation from locals and visitors.
- 4.13 The project aims to create a habit of early-night footfall in the city centre on a Thursday between 17.00 and 20.00. The project seeks to increase footfall and demonstrate the benefits of businesses and attractions working together to maintain this initiative. The pilot includes a cultural offer, retail and hospitality offer and events programme and will be supported by a comprehensive collaborative marketing campaign. A small grant will be available for those participating if offering something beyond their normal opening hours or traditional offers to encourage the widest participation. Public transport providers are to offer incentives to encourage participation in the pilot by families. Parking concessions will also be considered.
- 4.14 An important element of this project will be around a significant promotional campaign and creation of early evening promotional assets such as a well published programme and web page for information, which will create a buzz around the city's new offer and drive the footfall required to enable success.

5 POLICY IMPLICATIONS

- 5.1 This report has been subject to the Pre-IIA Screening Tool and does not make any recommendations for change to strategy, policy, procedures, services or funding and so has not been subject to an Integrated Impact Assessment. An appropriate Senior Manager has reviewed and agreed with this assessment.

6 CONSULTATIONS

- 6.1 The Council Leadership Team have been consulted in the preparation of this report.

7 BACKGROUND PAPERS

- 7.1 None.

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