

Dundee Waterfront
“Sustainability is the core message”

Mid – Term
Conference North Sea –SEP, Assen,
Netherlands, April 2011

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Director, SI² Dundee College

www.dundeewaterfront.com



Dundee's Waterfront Project has a key role to play in the Vision for the city.

Why?



A place for city centre businesses to expand and new business to establish

It is where visitors arrive in the city centre so it is important to make a good first impression

Improve Housing Choice for people who enjoy city living, create link to new bio-mass plant

It is for these reasons that the biggest political priority in Dundee is to stop and reverse this population loss

- Our strategic planning response to this challenge is made up of 3 key elements;
 - To continue to grow new knowledge based industries to retain and attract graduates
 - To continue to improve the city's physical environment and image
 - To diversify housing choice to appeal to a wider section of the population



PROBLEMS

- Disconnected Waterfront
- Confusing Entry Point to the city centre
- Negative City Image
- Under-utilised area

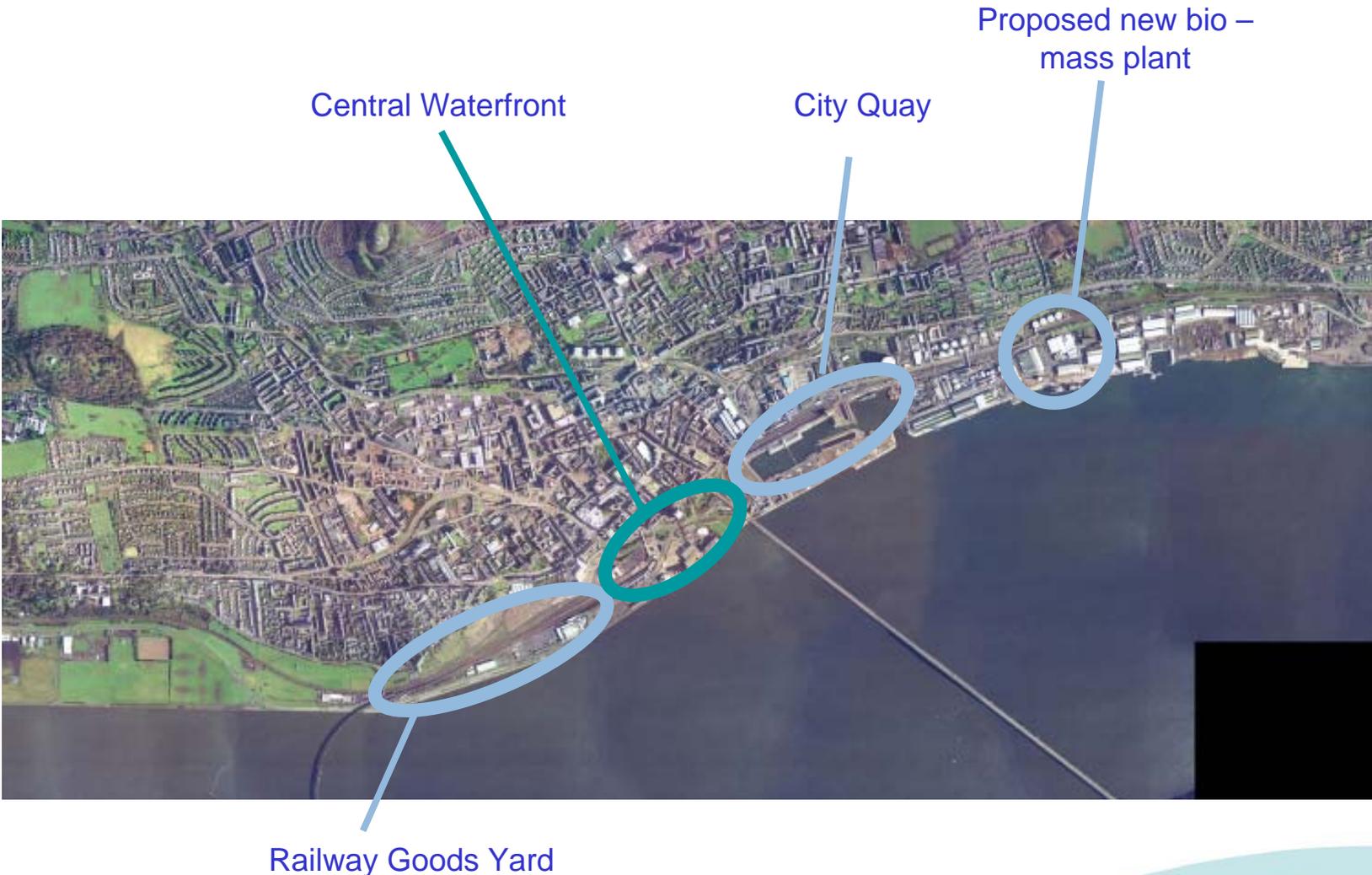
OPPORTUNITY

- Next Major Project to take the city forward

Dundee's Waterfront – “Ludicrously Ideal”

“Dundee's setting is probably more extraordinary than any other city in Scotland or Britain. It is about ideal – ludicrously ideal – as any city setting could be”. Stephen Fry







The impact of the road bridge ramps is striking and disconnects the river from the city centre

Key Proposals

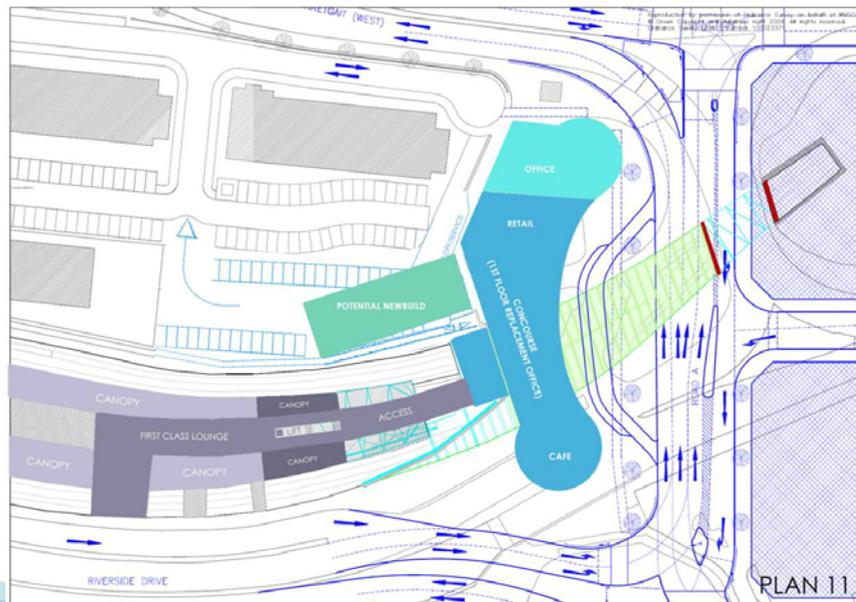
- Join City Centre with the River
- Remove existing poor quality Buildings
- Provide energy effective Building – thermal comfort
- Rationalise Tay Road Bridge ramps
- Extend existing ‘Grid Iron’ street pattern
- Form new sites for Mixed Use Development
- Form major new Civic Space
- Re-open area of former Docks – offshore wind development
- Major refurbishment of Railway Station
- Create quality Waterfront location

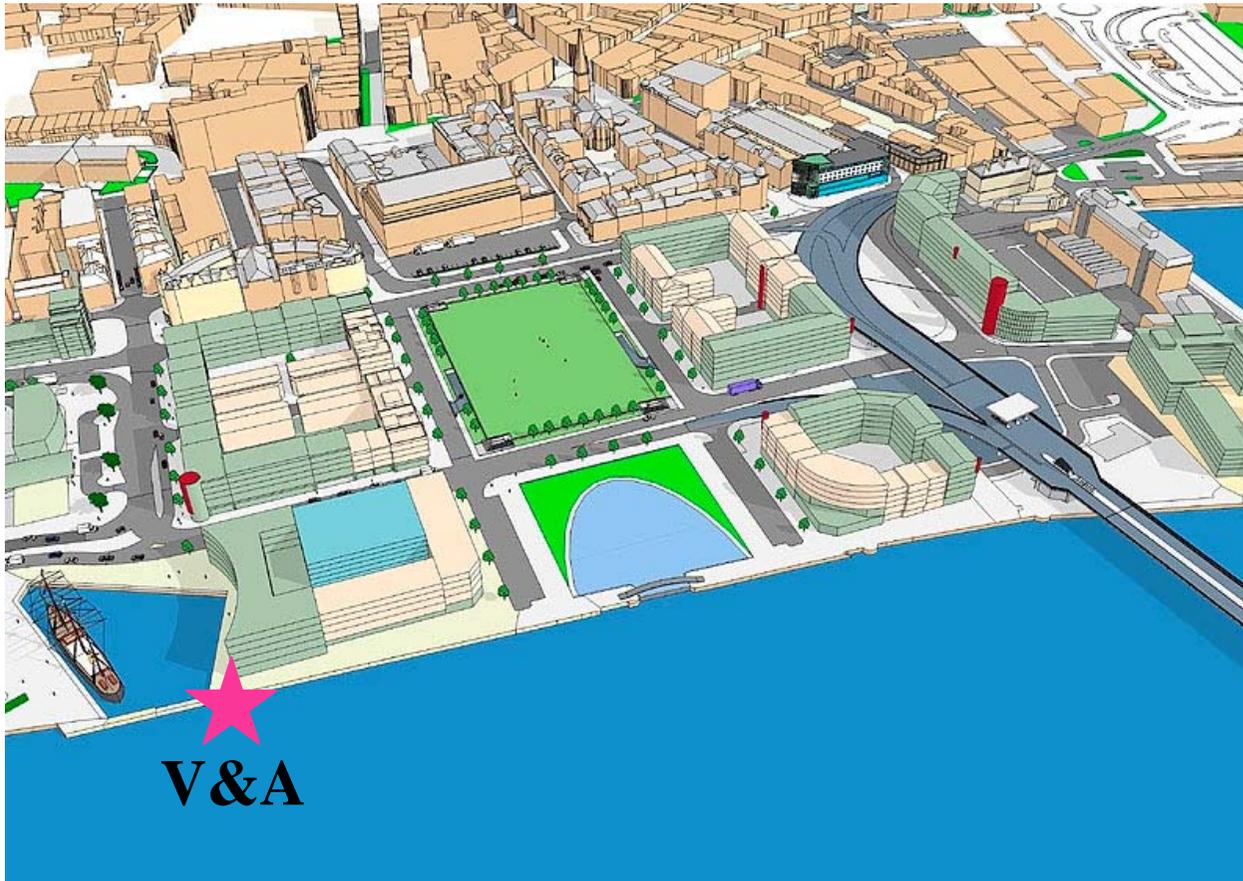


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Dundee Rail Station – sketch ideas

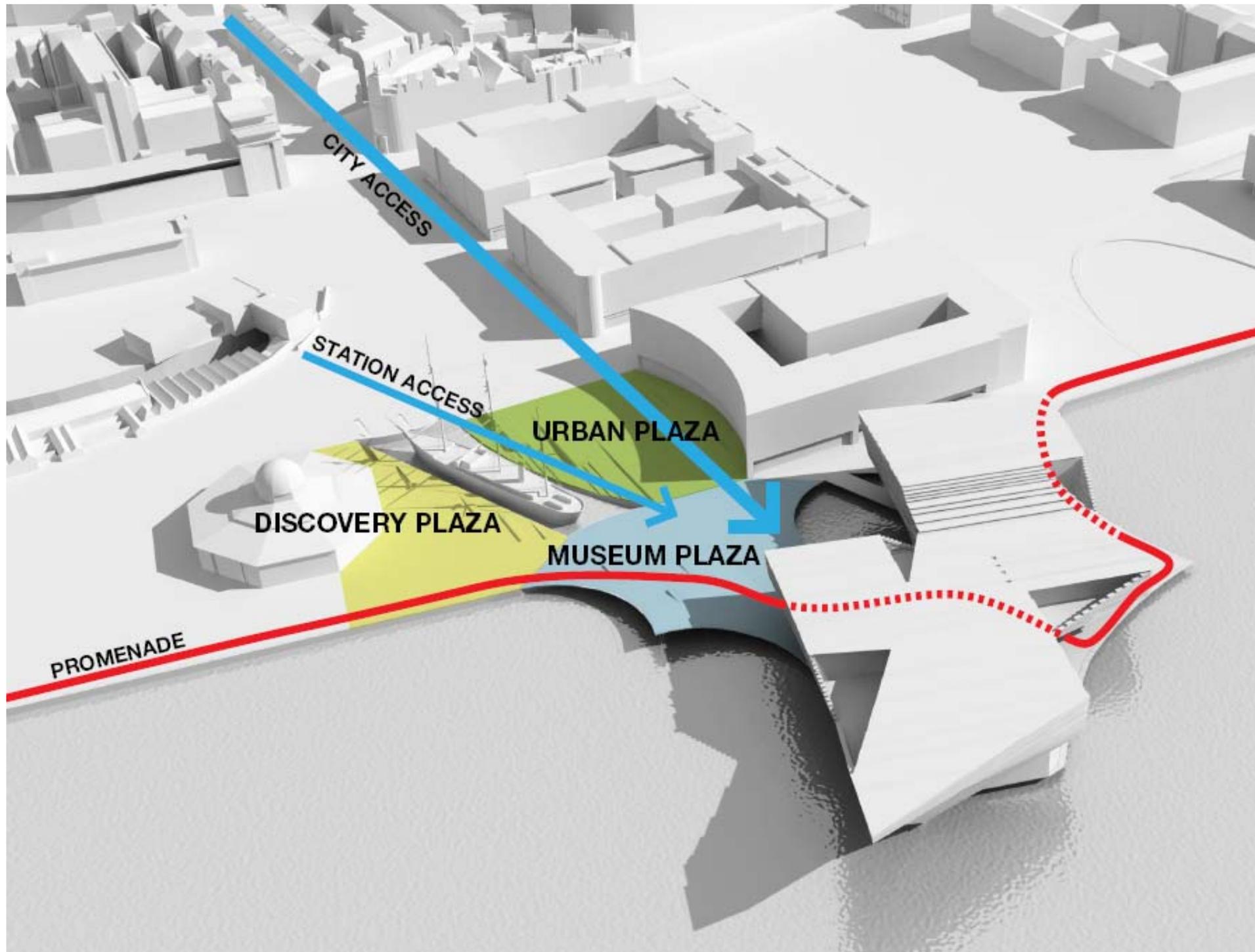




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V&A@Dundee - Project Objectives

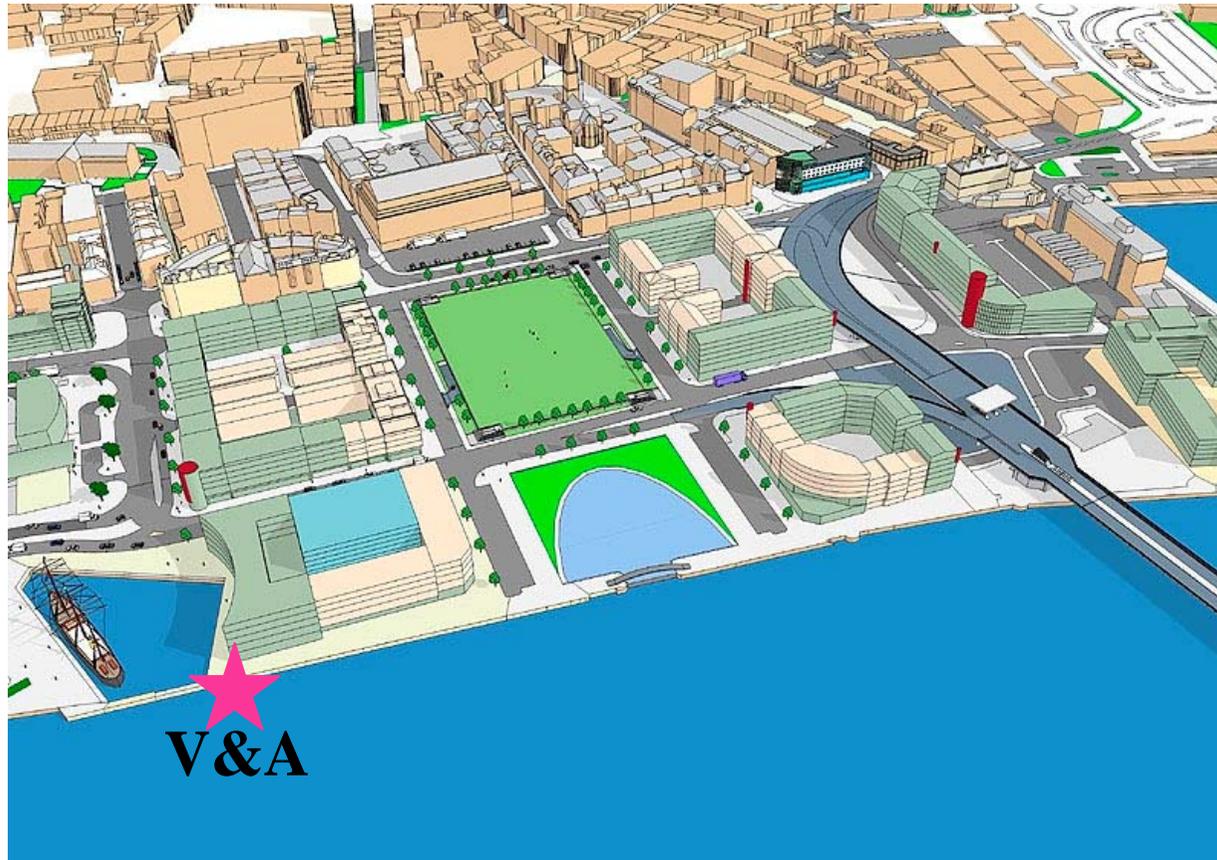
- Inspire and delight visitors from Dundee, Scotland and elsewhere
- Raise perceptions of Scotland as a centre of design excellence
- Stimulate a new generation of producers and practitioners
- Boost Scotland's economic growth
- Drive forward Dundee's Waterfront regeneration



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A Vision Becoming Reality



Thank you very much

Heel erg bedankt!