



DISCOVER  
**DUNDEE**  
WATERFRONT

FIRTH  
OF TAY

TAY ROAD BRIDGE

**An Investment Opportunity**



“ To transform the City of Dundee into a world leading waterfront destination for visitors and businesses through the enhancement of its physical, economic and cultural assets.

- Dundee Waterfront Vision

The £1 billion transformation of Dundee’s waterfront, which spans 240 hectares of land stretching 8km along the River Tay, is a strategic, focussed and forward-looking project that is propelling the city to international acclaim.

The V&A’s new £45 million V&A at Dundee, international centre for design is due to open in 2015. A number of Scotland’s largest companies are based within the city region, including Alliance Trust, Aviva, DC Thomson and Stagecoach. Hotels, businesses and retailers are reaping the rewards of the ongoing city transformation while expectant of significant growth potential as a further 7,000 jobs are created through the waterfront project.

Opportunities for developers, investors and a wide range of business ventures still exist in what is shaping up to be one of Western Europe’s most extensive and transformative waterfront projects and one of Scotland’s biggest waterfront regeneration projects.

Sailing on River Tay



## Dundee Waterfront

- £1 billion investment
- 7000 new jobs
- 240 hectares
- Scotland’s first sustainable community

# Dundee

Dundee's setting is probably more extraordinary than any other city in the UK. It is about as ideal – ludicrously ideal – as any setting could be.

- Stephen Fry, Actor

Dundee at night

The City of Dundee is located in a 'ludicrously ideal' setting on the banks of the River Tay. It is easily accessed from almost all of Scotland's major towns and cities – 90% of Scotland's population live within a 90 minute drive time of Dundee.

The city is a well established leader in academia. The University of Dundee, which has undergone a £200 million campus redevelopment, is internationally renowned for its life sciences research and nationally recognized for its Duncan of Jordanstone College of Art and Design. The University of Abertay Dundee is a national leader in digital games. St Andrew's University is within commuting distance.

The result is a young, educated, cosmopolitan city with the highest student to resident ratio in Scotland, and one of the highest in the UK. More than 35,000 students live in Dundee.

Dundee is a cultural city. It is home to both the Scottish Dance Theatre and Scotland's only full time acting company, Dundee Rep Theatre, and boasts a variety of cultural attractions including the McManus Art Gallery and Museum and Dundee Contemporary Arts, soon to be joined by the world-class V&A at Dundee.

The impact of the waterfront regeneration is already being felt across the city and is set to continue to boost tourism and the desire for students, businesses and commuters to locate in Dundee. In 2010 visitors to the city generated £100 million in expenditure and the net gain of new retail stores was higher in Dundee than in any other Scottish city. Such is the retail demand that the city's Wellgate shopping centre was recently purchased for £31.2 million in one of Scotland's largest retail investment deals of 2011.

Overgate Centre



Students



Dundee prides itself on the strong partnerships and good communications that exist between its council, its businesses and its institutions. This partnership ethos is continued through the waterfront project. The result is a strong, informed consensus group working towards the combined aim to make Dundee a world leading waterfront destination.

The Scientist magazine has named Dundee as the UK's 'best place to work in academia' (2010, 2011) and the sixth best place in the world for scientists to work outside of the US.

# The Waterfront Project



Infrastructure Investment

The £1 billion Dundee waterfront project spans five focussed development zones, which are strategically positioned in order to benefit from the existing city fabric and expertise. Individually each zone is important in the local economic outlook, together they are transformational.

The five zones are: [Riverside](#) | [The Park](#), [Seabraes](#) | [The Brae](#), [The Central Waterfront](#) | [The Front](#), [City Quay](#) | [The Quay](#) and [Dundee Port](#) | [The Port](#).

The waterfront development has been ranked as a UK top 20 regeneration project (Planning magazine, April 2011) and is expected to become Scotland's first sustainable community (BREEAM), which will help developers to meet corporate governance obligations while offering the benefit of lower whole life development costs.

Currently in stage 3 of the 30 year project (2001-2031), the city landscape is changing at a steady pace. One third of the £1 billion investment has already been committed, many developments have been completed and many are underway. For developers, investors and businesses, there is now an opportunity to take a strategic stake in the transformation of a city.



Proposed new civic space, Dundee Waterfront

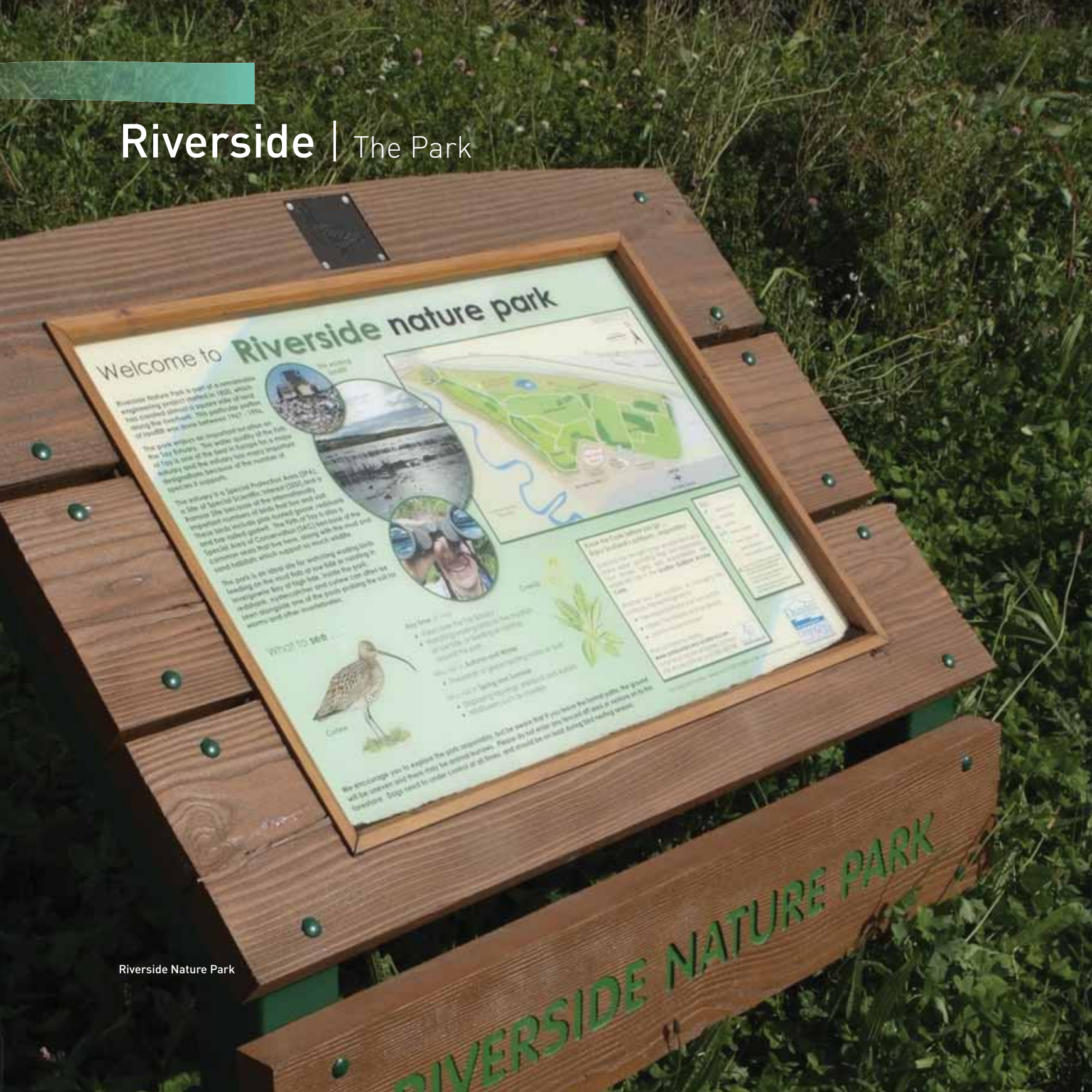
**A forward-thinking council has led the way in a bold regeneration of the waterfront and has followed rhetoric with hard money and action.**

- Tim Allan, Unicorn Property Group

V&A at Dundee



# Riverside | The Park



Riverside Nature Park

The Riverside zone is the main road, rail and air gateway to Dundee from the Scottish central lowlands. It accommodates Dundee Airport and there are proposals in place to create a rail stop and Park and Ride facilities to enable swift access to the other waterfront zones.

Riverside also provides recreation and sporting resources. A former landfill site has been transformed to create a 35 hectare nature park with views over the River Tay, which is intended to be used and accessed by all those living and working in the city. With stunning views across the river developers are currently building riverside apartments.

**We need more Dundee's if our societies are going to be places of 'cultivation'.... Dundee's mix of art and science means it is well placed to become a model for the 21st Century.**

- Charles Hardy writing in The New Alchemists

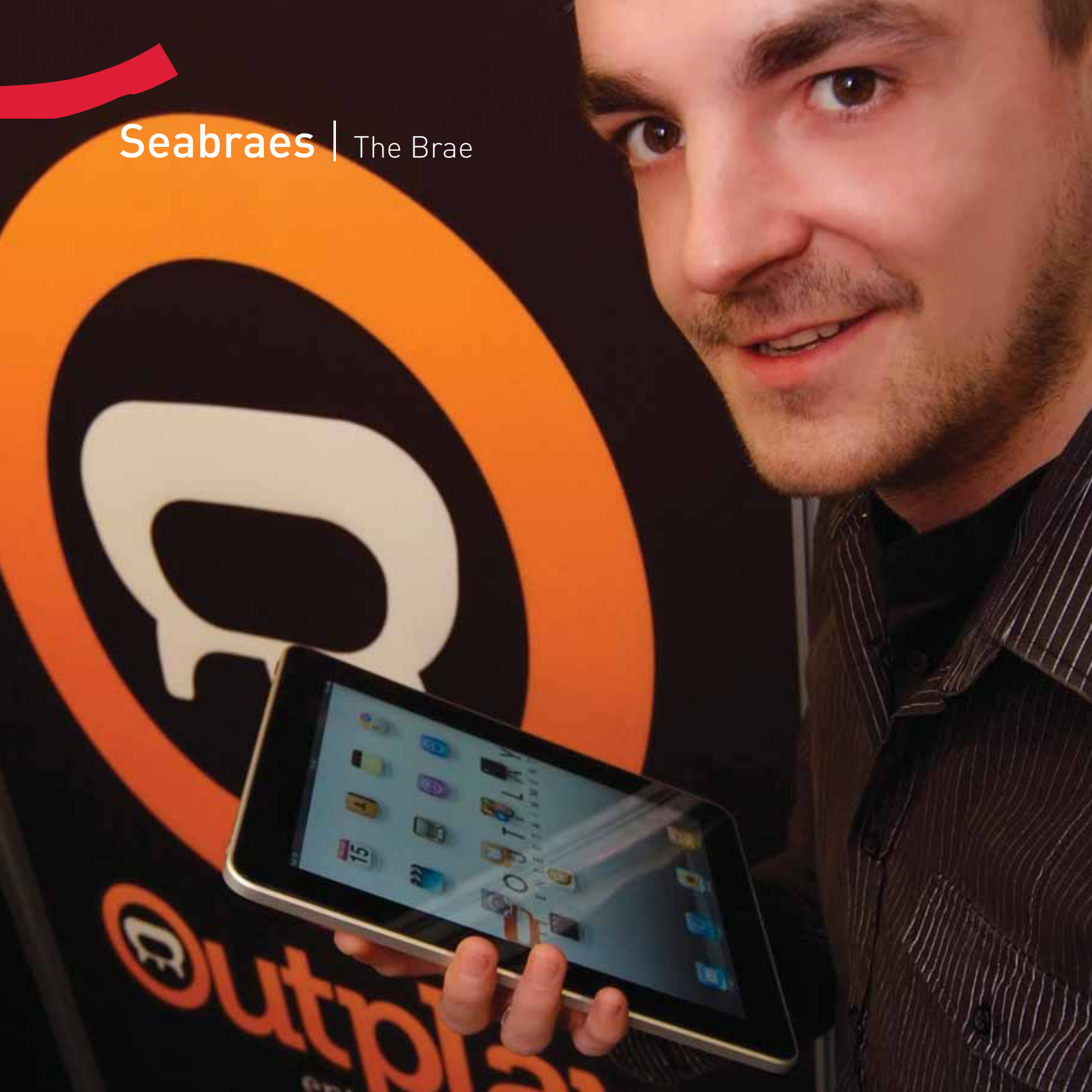


Cycling on Riverside

Dundee Airport



# Seabraes | The Brae



Dundee is renowned for its expertise in digital media and creative industries. More than 350 businesses in the sector, employing more than 3300 people, are currently based in Dundee and the surrounding area generating a combined annual turnover in excess of £185 million.

The Seabraes zone is strategically positioned to build upon this reputation.

It is within walking distance of the V&A at Dundee site, University of Dundee, Duncan of Jordanstone College of Art and Design, Dundee Contemporary Arts and the University of Abertay Dundee. Businesses involved in the computer games, animation and design oriented industries benefit from this easy access to potential collaborators and the zone is a hub for the digital media and creative industries. It is also home to the award winning Dundee Science Centre.

A range of premises sizes and pricing to suit companies from the most basic start-ups to established businesses are available. Two sites have also been earmarked for residential development.



District 10

**Seabraes is the city's hub for digital media and cultural industries, unmatched anywhere else in Scotland.**

- Gary Liddon, Ruffian Games



Vision Building

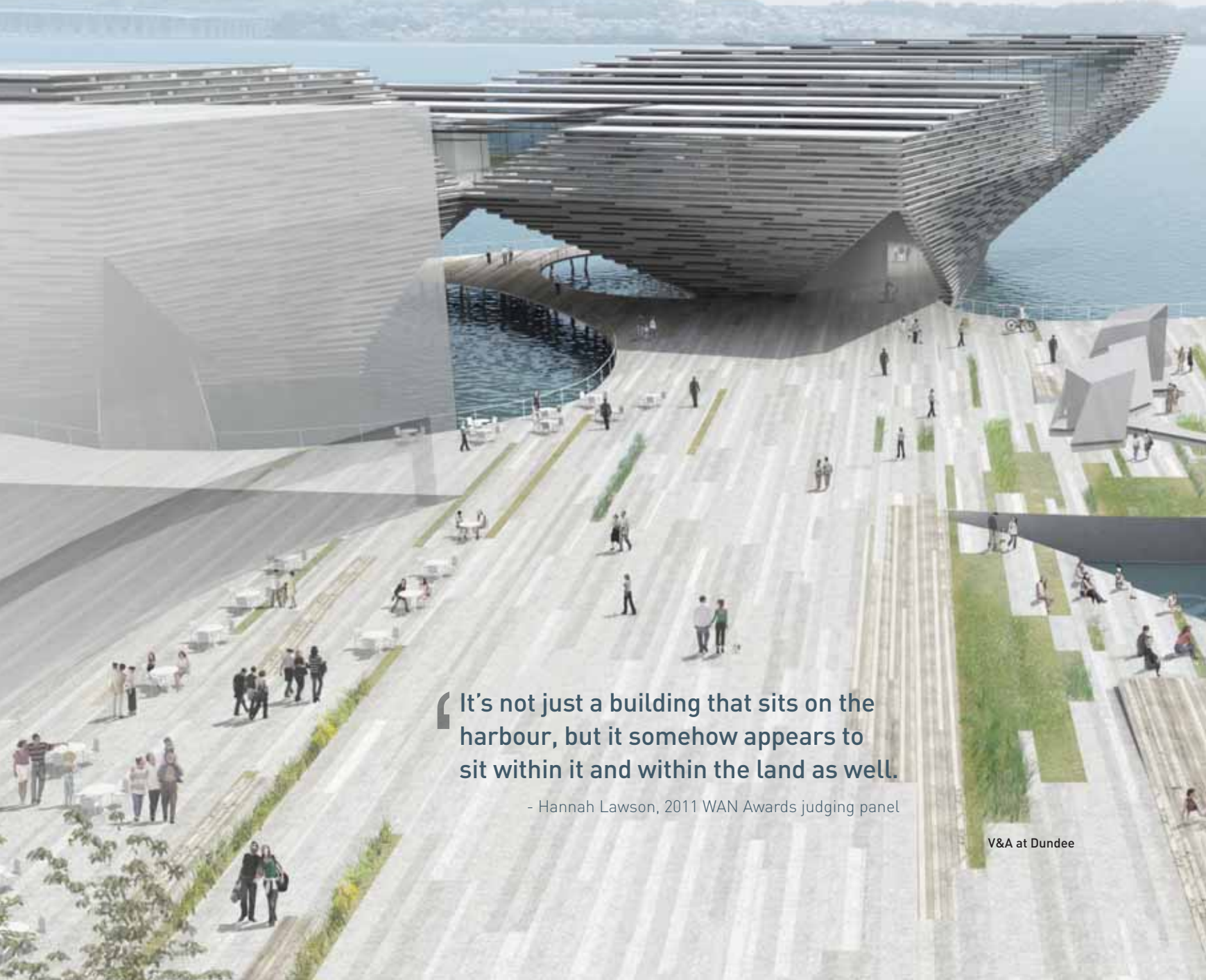
## Seabraes | The Brae

Focus	Digital media and creative industries
Investment	£115 million
Development area	4 hectares
Job creation	1300



# The Central Waterfront | The Front

- V&A at Dundee, winner 2011 WAN Awards best 'unbuilt' category.



It's not just a building that sits on the harbour, but it somehow appears to sit within it and within the land as well.

- Hannah Lawson, 2011 WAN Awards judging panel

V&A at Dundee

The Central Waterfront is the focal point of the project. The ambitious £0.5 billion development involves the demolition of bridge ramps, roads and buildings, which previously separated the city centre from the waterfront. In their place, a new grid iron street pattern, green civic space and attractive boulevards are reconnecting the city with the waterfront to produce a stunning space that will be dominated by the award-winning V&A at Dundee building.

Dundee train station is well positioned in the central waterfront. Station improvements and the enhancement of the outside arrival space are planned to accommodate the increasing travel to the city by commuters and visitors. The V&A at Dundee alone projects visitor numbers of 500,000 in year 1 (2015). New hotels, residential accommodation, cafes, restaurants and retail outlets are required to support the expanding city.



RRS Discovery & Discovery Point

The V&A at Dundee will bring reams of tourists to the city's stunning waterfront, providing many additional jobs in the tertiary sector and introducing a new cultural venue on the River Tay.

- World Architecture News, June 2011

## The Central Waterfront | The Front

Focus	City centre businesses, financial sector and leisure
Investment	£513 million
Development area	5.5 hectares
Job creation	4800





# City Quay | The Quay

Frigate Unicorn

City Quay lies to the immediate east of the Central Waterfront, occupying 10.5 hectares incorporating a potential marina. 750 new homes and apartments and more than 20,000 square metres of commercial space, including almost 10,000 square metres of modern office space divided into two waterfront buildings – River Court and City Court – has been created in City Quay. The Scottish Police’s forensic science headquarters are located in City Court while a new business community is thriving in renovated historic jute warehouses.

Further investment and development opportunities include the provision of support services for the adjacent Dundee Port activities, residential accommodation, and the creation of a marina in a former dock positioned within this zone.

**“Dundee enjoys perhaps the finest location of any Scottish city, spreading along the northern shore of the Firth of Tay.”**

- Lonely Planet, 2011



Dundee One, River Court

## City Quay | The Quay

Focus	Offices, leisure, residential, retail, marina
Investment	£204 million
Development area	10.5 hectares
Job creation	1110



# Dundee Port | The Port

The US-based Intelligent Community Forum has named Dundee as one of the seven most intelligent communities on earth (2007, 2008, 2010).

Dundee Port

With a potential unrivalled in Europe for wind, wave and tidal power, First Minister Alex Salmond has described Scotland as the 'Saudi Arabia of Renewables'. The government has earmarked Dundee as a strategic site for its ambitious targets for on- and off-shore renewables and the city is rapidly establishing itself as a centre for global renewable research and development, which encompasses wind, hydro, marine, bio, solar and geothermal energy.

Dundee has the largest urban wind turbines in Europe and through the Dundee Sun City project is aiming to become Scotland's first solar city. With extensive deepwater quayside space and access to the North Sea, Dundee Port is well positioned to attract large scale manufacturing and operation and maintenance functions related to the offshore wind energy industry and tidal technology development. The proximity of large existing industrial sites nearby to supplement the needs of the renewable industry is an additional attraction.

Dundee Renewables has been established to support this endeavour. It is a strategic partnership incorporating the public, private and academic sectors working together to build a renewable energy industry for the city.

**Dundee's Port is one of Scotland's most strategically important and suitable port locations for marine renewables.**

- Dundee Renewables















Cruise Ships, Dundee Port

## Dundee Port | The Port

Focus	Renewable technology industries
Investment	£92 million
Development area	25 hectares
Job creation	300



# Timeline - major milestones Dundee Waterfront Regeneration

- 2000  Major consultation exercise takes place on the future of the Waterfront  
Sensation Dundee's Science Centre opens in Seabraes zone of Waterfront
- 2001  Dundee Central Waterfront Masterplan created
- 2003  Apex City Quay Hotel opens next to Victoria Dock in the Port area of the Waterfront
- 2006  Phase 1 Infrastructure works completed (including strengthening of railway tunnel)
- 2007  1st development plot becomes available at Yeaman's Shore in the Central Waterfront Zone  
Phase 2 Infrastructure works commence including Trades Lane realignment
- 2009  Scottish Enterprise announces £33 million in investment for the Waterfront  
Phase 3 Infrastructure continues with the start of Tay Bridge ramp realignment
- 2010  V&A at Dundee announced as key part of the new Waterfront and international design competition launch  
Japanese architects Kengo Kuma Associates announced as winner later in the year  
The Scottish Government's National Renewables Infrastructure Plan identifies Dundee Port as one of the key sites for offshore wind manufacturing and maintenance
- 2011  Dundee's £1billion Waterfront project moves into the UKs top 20 regeneration projects
- 2012  Tayside House to come down to make way for the 19,000sq metres of proposed new green space to be used for play, events and celebrations
- 2013  Dundee's new Olympia completed and work to remove old one commences
- 2015  V&A at Dundee opens to the public
- 2017  Final development plots become available

## Be a part of it

Developers, investors and businesses wishing to become a part of this outstanding project are invited to contact us. The project's partners are open to ideas and proposals for new developments that respond to changing markets and economies and we welcome you to put your ideas forward.

Detailed information regarding specific opportunities available, along with financial assistance packages and funding opportunities can also be provided.

### CONTACT



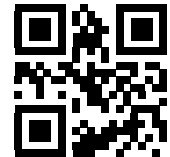
[info@dundeewaterfront.com](mailto:info@dundeewaterfront.com)  
 Tel +44 (0)1382 433306  
[www.dundeewaterfront.com](http://www.dundeewaterfront.com)

More information can be found on our partner websites:

[www.locate-dundee.com](http://www.locate-dundee.com)  
[www.dundee.com](http://www.dundee.com)  
[www.vandaatdundee.com](http://www.vandaatdundee.com)

You may also wish to use our mobile website and phone app or follow us on Twitter and Facebook.





For further information on Dundee Waterfront Development,  
contact the Project Co-ordinator at [info@dundeewaterfront.com](mailto:info@dundeewaterfront.com)  
Follow us on our Twitter feed @DWTraffic  
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