



Active Ground Floor Development Guidance

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1.0 Introduction

Creating a distinct sense of place and a complementary extension to the heart of the City Centre are essential objectives of the Central Waterfront Development.

The design and use of all buildings have an essential role to play in delivering this objective. In particular the street level frontages offer the greatest level of interaction with street users. They must contribute to the area's character and placemaking to provide tourists and visitors with a distinctive and memorable experience.

This design guidance includes direction for use of the pavement area, to create active frontages to support street dining and a vibrant café culture. It is essential that ground and first floor frontage design reflects the reputation and high calibre of art, design and craftsmanship associated with Dundee's UNESCO 'City of Design' status.

This guidance should be read in conjunction with the Planning and Urban Design Framework to fully appreciate the design aspirations.

2.0 Traditional Shopfront Design

Learning from the Past:

Traditional shopfronts in Dundee and throughout most UK towns and cities have particular positive qualities which create strong character, identity, placemaking and relate to the human scale. It is not the intention of the Central Waterfront to replicate a heritage look but it is expected that successful features of existing frontages will help inform the design of new developments. Such features include:

- **Clearly defined vertical and horizontal features which produce scale and proportion relative to the human scale** (strong vertical structure, stall risers, recessed doorways, astragals, mullions, fanlights, fascia boards, cornicing etc.).
- **Arrangements and detailing which create façade depth and character.**
- **Clearly defined entrances and well proportioned, glazed, doors and windows which allow visual engagement from within and out with the premises.**
- **Shopfronts which are designed as part of the entire building frontage and consistent with neighbouring shopfront developments.**
- **Canopies providing shelter for cafés, dining, meeting and browsing.**
- **Well considered fascia and hanging signage, with bespoke signwriting and planted lettering.**



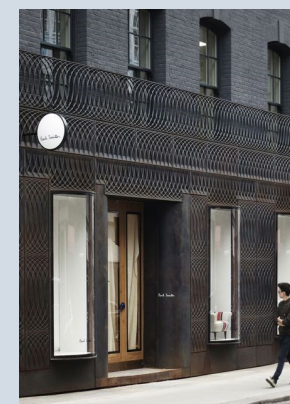
3.0 Contemporary Shopfront Design

The Central Waterfront seeks to avoid the creation of a generic streetscape and must instead be highly reflective of their context within Dundee. A key element of defining the Central Waterfront will be delivered through the visual appearance of the frontages

The following list outlines aspects of design to be avoided:

- **Large monotonous façades that are devoid of depth, detailing, identity and character and do not relate to the human scale.**
- **Façades which solely cater to advertising**
- **Shopfront designs which do not relate to the overall building frontage.**
- **Lack of design awareness for surrounding context and neighbouring shopfronts.**
- **Doorways which open onto busy streets with no sheltered threshold area or canopies.**
- **Shopfronts which provide little or no opportunities for occupiers to display a sense of ownership and care for the shopfront.**
- **Use of low-quality material finishes and poorly designed/located lighting.**

Successful contemporary shopfronts often manage to balance new architectural design ideas with successful attributes of traditional shopfront design. Examples shown to the right include locations where the shopfront is designed to be an integral element of the larger building; Box façade advertising is avoided and replaced with sympathetic hanging signs and lighting; Entries and seating areas are recessed into the building to create more sheltered and welcoming spaces.



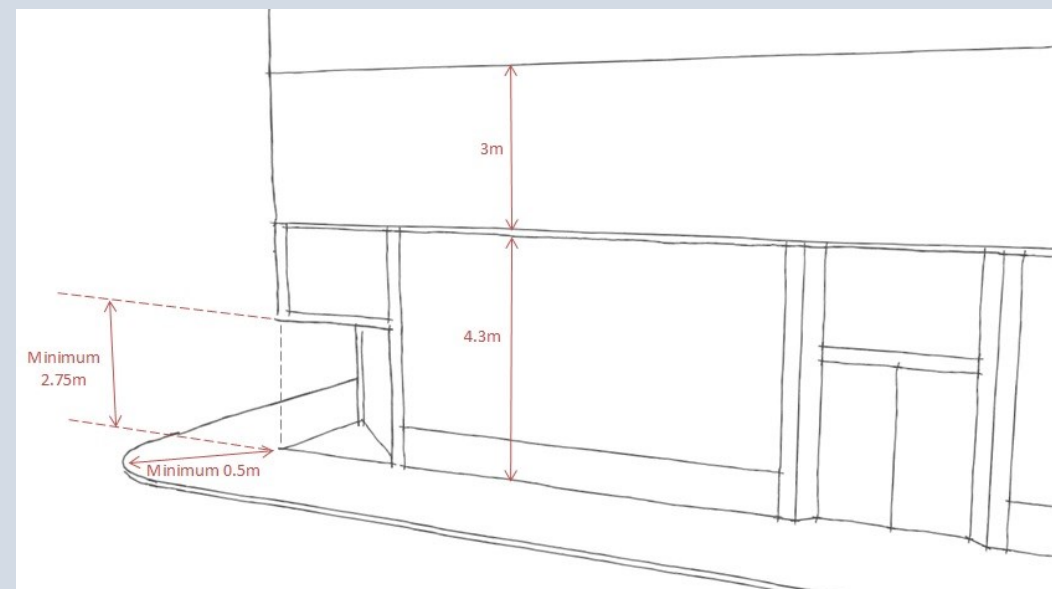
4.0 General Design Guidance

4.1 Building Line

All buildings are expected to present a strong building line at the rear of the footway. Footway widths vary throughout the central waterfront but are generally no less than 3metres in width.

Variation from the building line is expected in the following instances:

- Chamfered or rounded corners are expected in order to address the corners on sites 5,6,10 and 11 and provide continuity of design throughout the area.
- Recesses should be included within the building line to accommodate sheltered entrance areas and permanent external seating areas so as not to disrupt pedestrian flow. The building line can be re-established at upper floors if desired.
- External canopies - either fixed or retractable are a welcome addition for the purposes of weather protection but these should not overpower the building design, nor infer an occupancy of the public footway for external seating areas to the detriment of pedestrian passage.



4.2. Storey Height

To ensure a suitable urban scale is maintained throughout the development, non-residential building uses require minimum floor to ceiling heights for the ground and first floors, **4.8m** and **3m** respectively, and each floor to ceiling height thereafter should be a minimum of **2.4m**. The use of varied internal volumes should be explored throughout buildings, for example in the form of double height spaces between the ground and first floors, to develop diversity of accommodation, spatial interest and to increase the visual interest of street frontages. At corners a minimum pedestrian clearance height of 2.75m is required,

Further detail is available in the Planning and Urban Design Framework.

4.3 Rear Elevations

The internal courtyards are integral elements of the design and should not be considered as hidden —they will contain necessary servicing access but also residential and commercial access activities.

- Ventilation flues and air conditioning: These should be contained within the fabric of the building and not on full view. Exhaust points can be discreet and where future occupants of properties are unknown, the ability to fit ducting without impacting on the building's external appearance should be considered.
- Satellite Dishes and external Communications equipment: A communal solution for all occupants of the building is the preferred option, otherwise such equipment will be expected to be placed on the roof area. Provision for cabling to be installed within the building rather than on the exterior façade is expected.
- Waste storage and management: should be internal to the building structures. Communal facilities will be considered but should be discussed with Dundee City Council with an expectation that additional courtyard buildings shall be kept to the minimum number possible.

4.4 Lighting

External shopfront lighting should be discreetly mounted or concealed within the shopfront / signage. Recessed footway lighting will not be permitted for the illumination of shopfronts and uplighters in general should be avoided due to their wasteful use of energy and light pollution concerns.

Designers should be aware that footway illuminating lighting will be mounted onto frontages at specific intervals, managed by the City Council's Street Lighting team.

Public CCTV facilities may also be required on some development sites though these will generally be at a higher level. Site specific detail of street lighting and CCTV equipment may be obtained from Dundee City Council



4.3 Fit Out

It is accepted that the future occupants of a number of ground floor units will not be known during the early design and construction stages. Aims of the waterfront project include job creation by encouraging economic activity, local businesses, business start ups and diversity of uses. The fit out of properties can therefore support such aims.

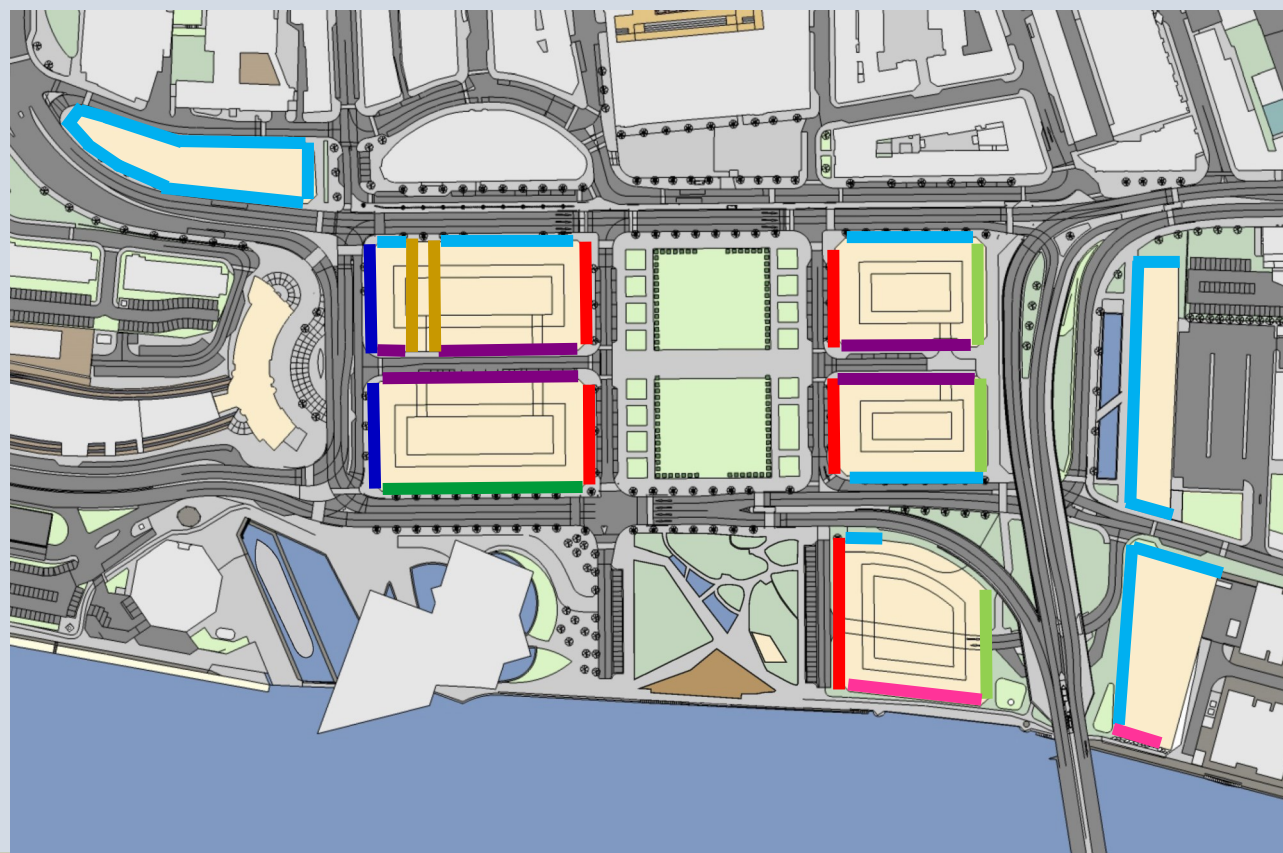
- Frontage Fit Out: In all cases the presentation of wooden hoardings as protection for empty units is not considered acceptable. Basic glazed frontages are required and Dundee City Council will seek to use such windows for promotion of the business opportunities that exist in the area
- Internal fit out. The requirement in most locations is for a wind and watertight unit and no significant internal fit out is expected as this will be the duty of future occupants to fit out as they require. The exception to this will be for units facing Slessor Gardens and within the Arcade. In order to encourage local business startups these units should be finished with a basic floor screed, walls lined and heating/power/water connections provided. This allows for a rapid transition to a space capable of trading with relatively low upfront cost implications.

5.0 Range Of Uses

Each site within the Central Waterfront Development has a variety of frontages which front onto distinctly different landscapes and features. As a result, a variety of functions are naturally suited to specific locations which follow the hierarchy of the various streets.

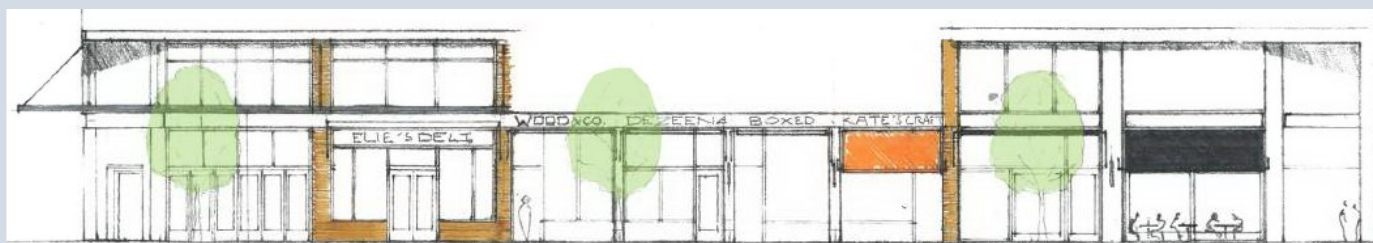
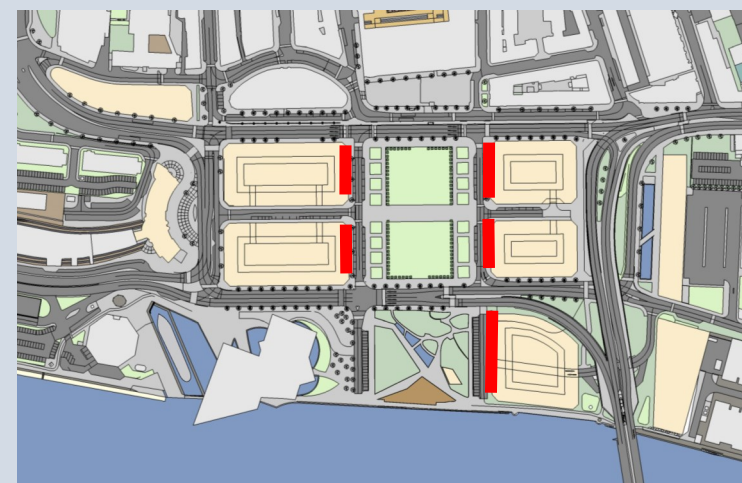
Frontage Location	Predominant Use
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: red; margin-right: 5px;"></div> <div> <p>Slessor Gardens & Waterfront Place: South Castle Street, South Crichton Street</p> </div> </div>	Principle Specialist Retail / Café / Dining
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: blue; margin-right: 5px;"></div> <div>South Union Street</div> </div>	Small Scale Specialist Retail / Café
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: orange; margin-right: 5px;"></div> <div>Arcade</div> </div>	Small Scale Specialist Retail / Café / Exhibition & Leisure with related outdoor activity
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: pink; margin-right: 5px;"></div> <div>Black Watch Parade</div> </div>	Café / dining
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: lightgreen; margin-right: 5px;"></div> <div>Whalers Lane</div> </div>	Commercial / Leisure
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: green; margin-right: 5px;"></div> <div>Riverside Esplanade (facing V&A Museum Of Design)</div> </div>	Hotel / Leisure
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: cyan; margin-right: 5px;"></div> <div>Dock Street, South Marketgait, Riverside Esplanade and Victoria Dock Road</div> </div>	Commercial / Leisure
<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; background-color: purple; margin-right: 5px;"></div> <div>Earl Grey Place East , Earl Grey Place West</div> </div>	Residential

All frontages will be required to create visually interesting and active places and should include consideration for both day and evening use. The uses shown are indicative of the style of predominant use expected but variation in occupier is expected in order to add vibrancy to the area. Where Retail is considered this should be small in scale and complementary in nature to the shopping provision in the existing City Centre.



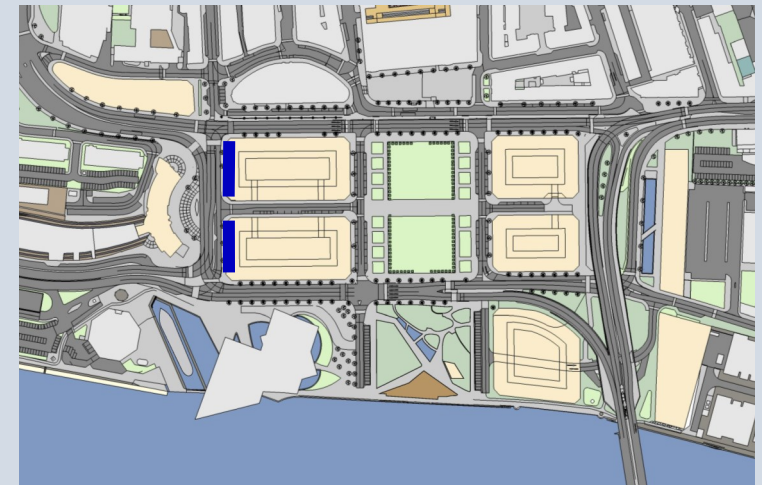
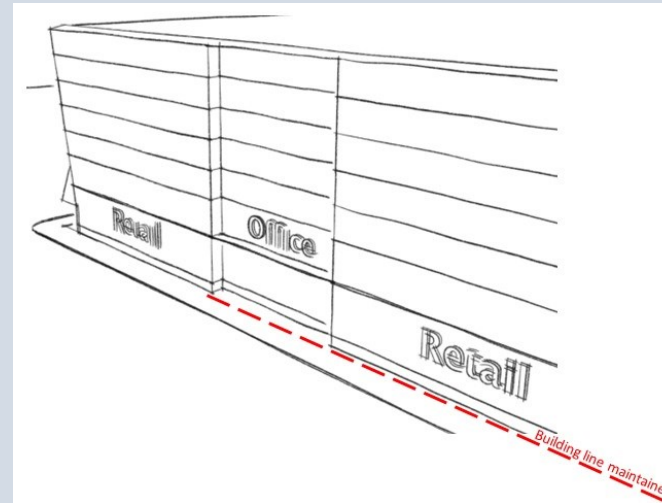
5.1 South Crichton Street, South Castle Street (Facing Slessor Gardens and Waterfront Place)

- Properties should offer opportunity for locally focussed businesses with varied scale but relatively small floorplates fitted out to a basic standard to allow for ease of occupancy.
- Uses are expected to be varied between boutique retailers to café's and restaurants. Good quality, interesting window space with stall risers is required as is a harmony of signage style along each frontage– most likely by projecting or hanging signs.
- Internal illumination of signage will be discouraged and 'plastic box' signage will not be permitted. Frontages should define a common fascia board depth which will site between ground and first floor level, acting as a unifying element to the streetscene.
- Small scale permanent outdoor seating areas are to be expected along limited elements of the frontage. Fully openable windows may be an option to encourage summer use for cafe premises.



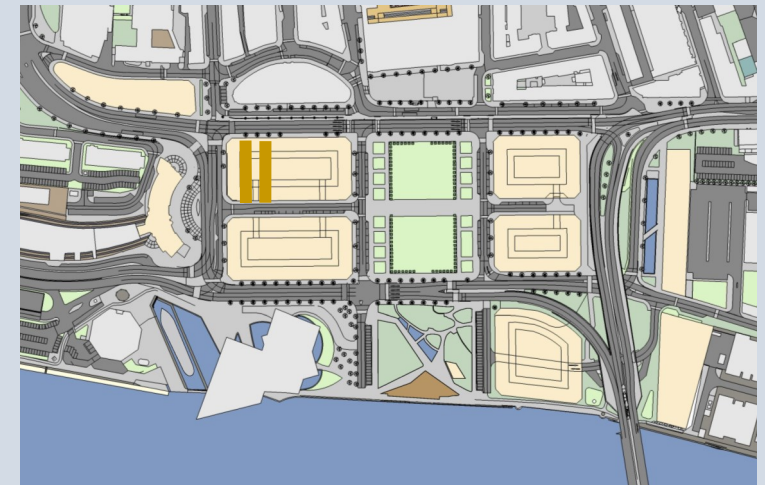
5.2: South Union Street (Facing the Train Station)

- Properties on this façade may well include small scale specialist retail, together with limited elements of small supermarket/newsagent/take-away food providers. External seating is not encouraged though elements of weather protection through sheltered entrances and entrance canopies would be welcomed.
- Upper floor commercial uses are expected and will require entrances through this façade. These should also help break any potential monotony of façade, and in doing so create interest and offer opportunity for tying the ground and upper floor design of the building through continuity of style, materials and lighting. The recessing of office entrances may continue from street to roof in order to break the solid appearance of a development block but should not do so to the detriment of the building line.



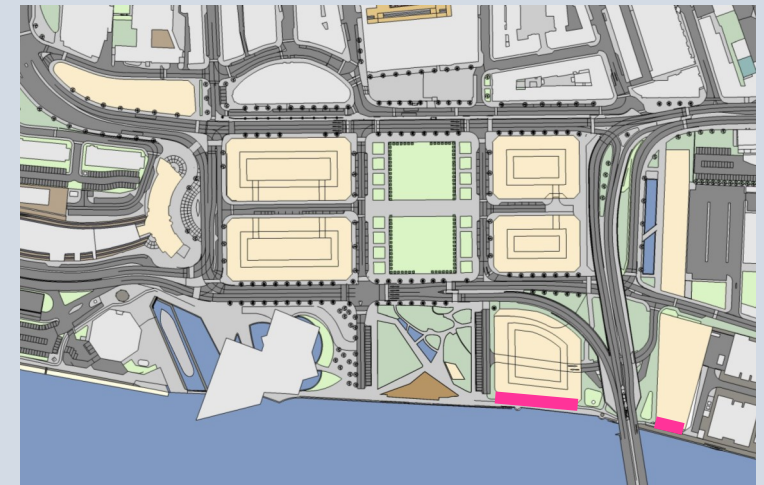
5.3 Arcade (Urban Lane Within Site 5)

- This unique feature within the Central Waterfront is expected to host a vibrant mix of boutique and small scale specialist retail, dining, entertainment and artspace.
- The arcade will be closed to vehicular traffic (except potentially for servicing access in the early morning) so external seating areas within the street are possible, negating any specific need for recessed seating to be integrated into any building.
- The term 'Arcade' brings with it an expectation of a significant number of smaller shop units typical of Victorian arcade developments. A historic look is not a requirement but a unifying high quality elegant appearance is crucial. Ground floor units, particularly on the north-east side should include some narrow frontage units in order to create a critical mass of businesses and provide cost effective compact premises for start-up businesses.
- The south-west façade is likely to be dominated by the commercial office development and ground floor opportunities on South Union Street. The arcade should not be treated as a "back door" for such units but instead permeability through such properties is to be encouraged and a high quality frontage facing the arcade is required.



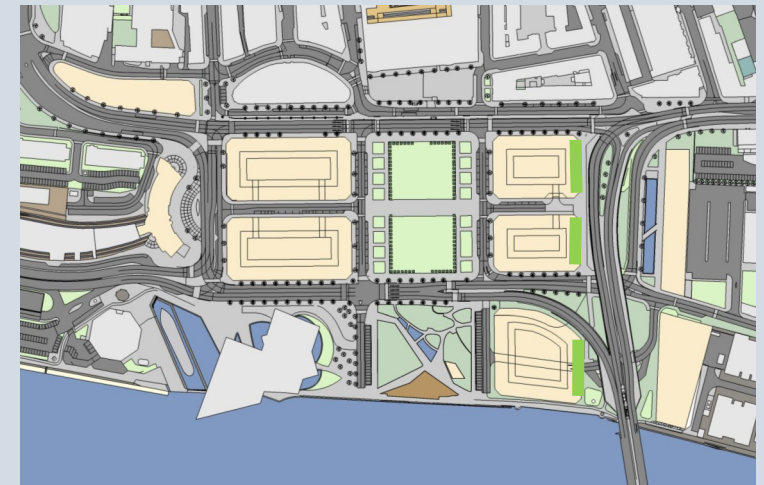
Black Watch Parade (River frontage)

- Properties on this façade are expected to include dining/ café and bar use utilising the exceptional views out over the River Tay and bringing life to the area in the evening.
- Outdoor seating is welcome but must be contained so as to avoid conflict with passing pedestrians and cycles utilising the riverside route. Where outdoor seating is included this must be accompanied by weather protection to counter cool sea breezes. To preserve the views it is expected that fixed protection will be formed with glazing. Demountable canopies and windows may permit the use of these outdoor seating areas to be utilised throughout the year.



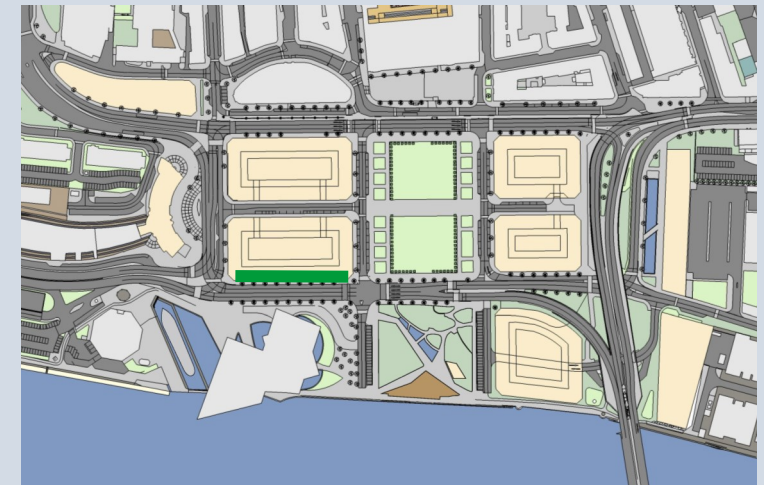
Whalers Lane

- Whalers Lane is expected to host commercial and leisure related developments. The lane itself is traffic free but an important link for cycles and pedestrians transiting between the City Centre and the Tay Road Bridge.
- It is crucial that properties offer a visible presence onto Whalers Lane for the purposes of natural surveillance and to create interest in the buildings. In doing so this will avoid Whaler's Lane being misinterpreted as a minor "back alley". Such consideration should extend to the illumination of buildings to create a vibrancy to the area after sunset.



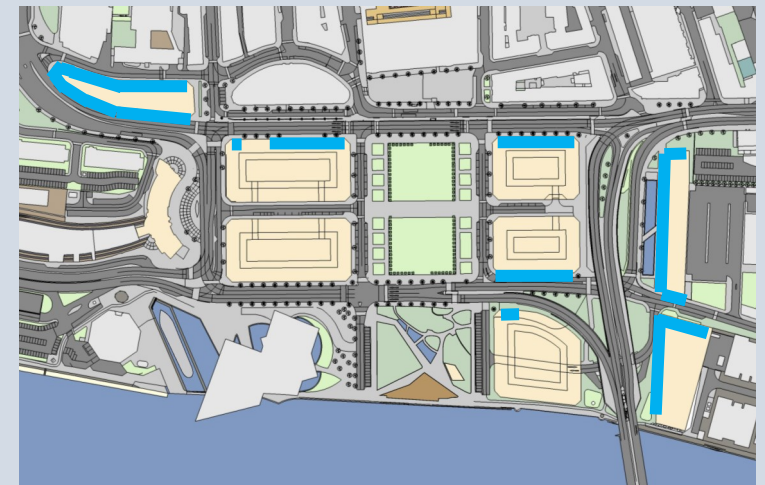
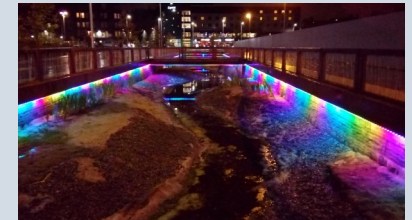
5.6 Riverside Esplanade opposite V&A Museum Of Design

- Properties on this façade may well include specialist retail, together with commercial and hotel uses and a high quality of design and finish is important.
- Ground floor façade's are expected to follow the building line but punctuated by recessed entrances and potentially limited external seating if a restaurant or hotel use is included.
- The scale of ground floor façade is important and should occupy the full 4.8metres specified in the Planning and Urban Design Framework. This will permit commanding views of the new V&A Museum of Design and towards the River Tay.
- Mezzanine levels contained within the business units are possible, as is the extension of the business use into the first floor area. The use of 1st floor balconies would be acceptable but should be recessed within the building line so as to afford occupants a degree of weather protection.
- Vehicles driving along Riverside Esplanade may be undertaking merging manoeuvres and will be approaching a signal controlled junction. As a result Lighting and signage on this frontage will be considered in detail and must not form a distraction to vehicle drivers. Early discussions with Dundee City Council on this matter are recommended.



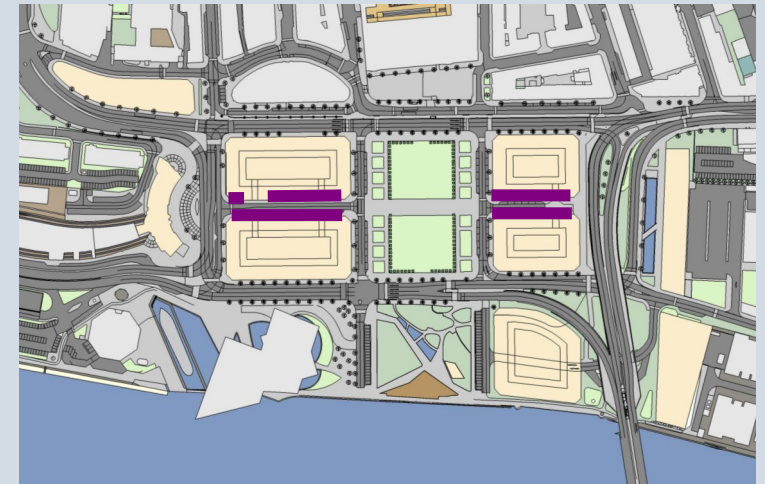
5.7: South MarketGait, Thomson Avenue, Riverside Esplanade, South Commercial Street

- These properties are expected to be largely commercial in nature but may include elements of specialist retail and leisure uses such as hotels conference and fitness facilities.
- As with all frontages within the central waterfront an active presence is required so blank facades will be discouraged. Windows allowing for natural surveillance of the street are expected for the majority of the frontages
- Building lines are to be respected however there may be opportunity to create feature entrances or landmark features in key locations. In particular the frontage facing the drainage pond on South Castle Street offers an opportunity for significant pedestrian connection between the building and the exterior feature.
- Evening activity is being encouraged in the area, buildings should therefore not present dead frontages after dark. Where buildings are to be unoccupied after trading hours then consideration must be given to their external appearance and any illumination schemes should complement both the building and the quality of the surrounding area



5.8: Earl Grey Place East, Earl Grey Place West

- The predominant use for these streets is expected to be residential and offer the access points for vehicular servicing of each development site.
- Care needs to be taken at ground level to maximise the opportunities for natural light for ground floor residents. It may be appropriate to raise the window heights for ground floor residents to achieve a suitable level of privacy and in turn match the floor to ceiling heights of the adjacent commercial buildings
- A blank façade, for example to screen car parking, will not be acceptable and each building must present an active use at ground level.
- These streets offer an impressive vista towards the new Railway station, therefore whilst balconies are strongly encouraged as a means to provide private outdoor space for residents, they should not compromise such views. Balconies may be recessed into the building rather than projected over the footways.



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