

5 PLANNING APPEAL DECISION (AN165-2012)

2 BLINSHALL STREET, DUNDEE
CONSENT TO DISPLAY ADVERTISEMENT

Reference is made to the decision of the Council on 28th June, 2012 under powers delegated to the Director of City Development to refuse advertisement consent for the above proposal. The Council considered that the advertisement, because of its size, form and position, appears conspicuous and intrusive and would neither improve nor enhance but instead would be detrimental to the visual amenity of the area. It is therefore considered that the proposed advertisement is contrary to Policy 63 (Advertising) of the Dundee Local Plan Review 2005.

The decision was appealed by the applicant under the provisions of Section 182 of the Town and Country Planning (Scotland) Act 1997 and Regulation 21 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

The appeal was determined by written representations and the decision was received by the Council on 19th September, 2012. Copies of the Reporter's decision letter have already been circulated to Members by e-mail.

The Reporter DISMISSED the appeal.

In reaching his decision the Reporter considered that the determining issue was whether the proposed display would be contrary to the interest of amenity. He felt that although the sign was well designed in itself, it had the appearance of a temporary feature and over dominated the relatively narrow facade. He stated that it was close by and visible from nearby conservation areas and detracted from their character. Finally he considered that the presence of other unauthorised signs in the vicinity of the site did not alter his opinion that the appeal proposal would not be appropriate.

Enforcement action has now commenced to secure the removal of this unauthorised sign and other unauthorised signage in the vicinity.