

**7 PLANNING APPEAL DECISION - 1 TOM JOHNSTON ROAD, DUNDEE  
APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY 6 ILLUMINATED  
ADVERTISING BOARDS AT SAINSBURY'S (AN218-2004)**

The above proposal was refused advertisement consent under delegated powers on 26th November, 2003 because it would result in a significant level of visual intrusion to the surrounding area contrary to Policy BE6 of the Adopted Local Plan.

The decision was appealed by the applicant and the appeal was determined by written representations and the decision was received by the Council on 24th March, 2004. A copy of the decision letter can be found in the members' lounges.

The Reporter considered that the application should be assessed on the basis of amenity issues only. He concluded that there was already an existing high level of signage on the site and that the additional poster panels will create an unacceptable over provision of advertising that would be damaging to the amenity of the surrounding area.

Accordingly the appeal was **DISMISSED**.