

8 PLANNING APPEAL DECISION - 16 SOUTH WARD ROAD, DUNDEE - APPLICATION FOR ADVERTISEMENT CONSENT FOR AN ADVERTISEMENT HOARDING (AN219-2004)

The above proposal was refused advertisement consent under delegated powers on 21st November, 2003, on the basis that the hoarding would be detrimental to the appearance and setting of the Category B Listed Building at 38 North Lindsay Street and have an unacceptable impact on the appearance of the environment and was contrary to Policy BE6 of the Adopted Local Plan and Policy 63 of the Finalised Dundee Local Plan Review.

This decision was appealed by the applicant and the appeal was determined by written representations. The decision was received by the Council on 14th April, 2004. A copy of the decision letter can be found in the members' lounges.

The Reporter considered that although there are a number of commercial uses in the area and that an element of commercial advertising could be acceptable, the position of the proposed hoarding was somewhat out of place with regard to the visual appearance of the adjacent supermarket building. He also considered that the display would draw attention away from the setting and appearance of the adjoining listed building.

Accordingly the appeal was **DISMISSED**.