

3 APPEAL DECISION - CARLTON HOUSE HOTEL, 2 DALGLEISH ROAD, DUNDEE (AN56-2012)

Reference is made to the decision of the Council on 13th September, 2011 under powers delegated to the Director of City Development, to refuse advertisement consent for the above proposal. The Council considered that the internally illuminated box sign detracted from the appearance and character of the site and surrounding buildings and created a cluttered effect contrary to Policy 63 (Advertising) Of the Local Plan.

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 5th March, 2012. Copies of the Reporter's decision letter have already been circulated to members by e-mail.

The Reporter dismissed the appeal and refused to grant advertisement consent.

In reaching his decision the Reporter considered the surrounding area to be predominantly residential and that the sign, because of its size and prominence, was out of scale with the building, and out of character with the surrounding area. He concluded that it was detrimental to the amenity of the area and contrary to Policy 63 of the Local Plan.

He accepted that there had previously been signage on the premises but considered that the impact of the current sign exceeded that of the previous signs and that it was less sensitively located.

Accepting the need for signage on the premises, he felt that there was no reason why an alternative acceptable scheme could not be developed.

The Council has already served an Enforcement Notice in connection with this unauthorised sign. Following this decision to dismiss the appeal on the application to retain the sign, action will now be taken to seek its removal. The Council remains open to discussions on acceptable alternative signage for the premises.