

ITEM No ...9.....

REPORT TO: CITY DEVELOPMENT COMMITTEE – 7TH SEPTEMBER 2020
REPORT ON: AREA OF SPECIAL CONTROL FOR ADVERTS
REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT
REPORT NO: 200-2020

1 PURPOSE OF REPORT

1.1 This report proposes the establishment of an Area of Special Control covering advertising in the areas of high amenity and cultural value within the central waterfront.

2 RECOMMENDATION

2.1 It is recommended that the Committee:

- a approve the promotion of an Area of Special Control within the Central Waterfront area as identified in Appendix A; and
- b remit the Head of Planning and Economic Development to undertake the necessary legal procedures to designate an Area of Special Control as detailed in this report.

3 FINANCIAL IMPLICATIONS

3.1 There are no significant costs associated with this report. There will be some minor administrative expenditure associated with the publication and submission of the order requirements but this can be met from the City Development Department's existing budgets.

4 BACKGROUND

4.1 An Area of Special Control can be defined by a planning authority in locations where they consider that the scenic, historical, architectural or cultural significance of a location is such that a stricter degree of control over advertisement is justified to conserve the amenity of a place.

4.2 Advertisements take many forms: from shop front signage, to advertisements integrated onto street furniture such as bus stops as well as stand-alone digital signs and hoardings. Designating the area does not preclude such advertisements from being installed, it affords more control over them, allowing a planning authority to ensure a high quality environment is maintained.

4.3 Much of the City Centre is designated as a Conservation Area – which brings with it greater control over the visual appearance of the area. It should be noted, however, that this Conservation Area does not extend into the Central Waterfront.

4.4 The Central Waterfront includes areas which have been carefully designed to contribute significantly to the cultural, architectural and aesthetic value of the city. This includes the area surrounding the V&A Dundee and Discovery Point, Slessor Gardens and the emerging Waterfront Place as well as Black Watch Parade, Whaler's Lane and the plaza at the entrance to the railway station.

4.5 Advertising is an accepted part of a city centre, it is reasonable to have shop signage and other associated items. The proliferation of uncontrolled advertising could, however, undermine the progress made on the development of the Central Waterfront and how Dundee is perceived elsewhere. The precautionary approach of designating an Area of Special Control will afford the Council the opportunity to ensure that advertising is implemented in a manner and form that reflects the importance of the place.

- 4.6 The proposed Area of Special Control is detailed on the map in Appendix A.
- 4.7 The designation of an Area of Special Control requires the submission of a draft order to Scottish Ministers which shall be publicised to afford persons the opportunity to make objections. Scottish Ministers will then consider any objections made prior to approving or modifying the order as necessary.
- 4.8 The designation of an Area of Special Control does not prohibit the introduction of advertising within the designated area but does require consent be obtained. The Area of Special Control requires that Planning Authorities exercise their functions in considering applications for consent only in the interests of amenity, having regard to the general characteristics of the area and the presence of historic, architectural and cultural interest.
- 4.9 The Area of Special Control would still allow a number of advertisements to be displayed without the need to obtain permission. These are generally of a small scale as set out in the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. These include traffic signs; internal signage within a building; signage required for safety purposes and temporary advertisements, for example, relating to the sale of a property, Parliamentary and Local election notices or other items required by Government regulations.

5 POLICY IMPLICATIONS

- 5.1 This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

6 CONSULTATIONS

- 6.1 The Council Management Team have been consulted in the preparation of this report and are in agreement with its content.

7 BACKGROUND PAPERS

- 7.1 None.

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GH/SP/KM

26 August 2020

APPENDIX A



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Dundee CHANGING
City Council FOR THE FUTURE
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DUNDEE, DD1 1QE

Proposed Area Of Special Control

Originator : Your Name

Department: Dundee City Council

Created on : 26 August 2020

