



City Chambers
DUNDEE
DD1 3BY

4th September, 2026

Dear Colleague

You are requested to attend a MEETING of the **PLANNING COMMITTEE** to be held remotely on Monday, 14th September, 2026 at 5.00 pm.

Members of the Press or Public wishing to join the meeting should contact Committee Services on telephone (01382) 434205 by Friday 11th September, 2026.

Yours faithfully

GREGORY COLGAN

Chief Executive

AGENDA OF BUSINESS

1 DECLARATION OF INTEREST

Members are reminded that, in terms of The Councillors Code, it is their responsibility to make decisions about whether to declare an interest in any item on this agenda and whether to take part in any discussions or voting.

This will include all interests, whether or not entered on your Register of Interests, which would reasonably be regarded as so significant that they are likely to prejudice your discussion or decision-making.

2 DEPUTATIONS

- (a) 26/00444/ADV– ADVERTISEMENT OF THE FOLLOWING TYPE: FREE STANDING BOX SIGN WITH ILLUMINATED SCREENS ON BOTH SIDES – CAR WASH EAST SIDE OF STREET, ANNFIELD ROAD, DUNDEE – FOR CAIRN PARTNERSHIP

Requests have been made for a deputation to address the Committee relative to objections to and in support of the abovementioned application which is recommended for approval.

3 PLANNING APPLICATION

(Copy enclosed).

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Planning Applications

Reports by Head of Planning & Economic Development to the Planning Committee

Item No	Case No/Ward	Location	Page
1	26/00444/ADV W03-West End	Car Wash East Side Of Street, Annfield Road, Dundee, DD1 5JH	1

Members may be aware that in making any determination under Planning Legislation, it shall be made in accordance with The Development Plan, unless material planning considerations indicate otherwise. NB: Background papers relating to these reports comprise letters of objection, correspondence with the applicants and/or their agents, comments from consultees and the Development Plan and other policy documents referred to.

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Advertisement of the Following Type: Free Standing Box Sign With Illuminated Screens On Both Sides

KEY INFORMATION

Ward West End

Address

Car Wash East Side Of Street
Annfield Road
DD1 5JH

Applicant

Cairn Partnership

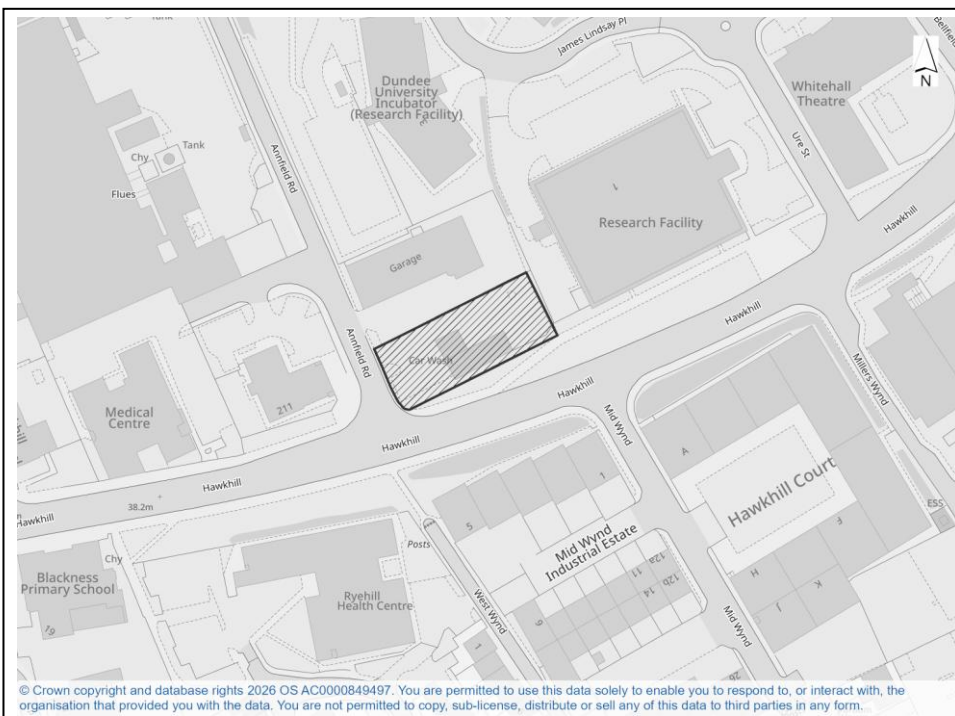
Agent

Peter Inglis

Validated: 20 July 2026

**Report by Head of Planning
& Economic Development**

Contact: Edward Bean



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SUMMARY OF REPORT

- Advertisement Consent is sought for the display of two digital display screens mounted on each side of a freestanding totem style sign.
- The proposed sign would be positioned on the grass verge on the east side of the junction of Hawkhill and Annfield Road.
- The application satisfies the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and is in accordance with the Development Plan.
- There is no statutory neighbour notification process for Advertisement Consent applications.
- One letter of objection has been received from West End Community Council.
- In accordance with Dundee City Council's scheme of delegation, this application is to be determined by the Planning Committee as a valid written objection was received from a statutory consultee and the recommendation is for approval.
- More details can be found at <https://idoxwam.dundee.gov.uk/idoxpa-web/applicationDetails.do?activeTab=documents&keyVal=TI9O2JGCMBO00>

RECOMMENDATION

The application seeks the approval of Advertisement Consent. The proposal would satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. There are no material considerations of sufficient weight to justify refusal of the application. It is therefore recommended that Advertisement Consent be **APPROVED** subject to conditions.

1 DESCRIPTION OF PROPOSAL

- 1.1 Advertisement Consent is sought for the display of two digital display screens mounted on either side of a freestanding totem style sign.
- 1.2 The proposed sign would be positioned on the grass verge on the east side of the junction of Hawkhill and Annfield Road.
- 1.3 The proposed totem sign would measure 2.66 metres in height, and would be 0.8 metres wide by 1.5 metres in length. It would be fabricated from steel, painted black (RAL 9005) with a digital display screen on each side measuring 1.89 metres by 1.06 metres.
- 1.4 The applicant explains that the digital screen will advertise local businesses in Dundee. As such, the content of these advertisements is likely to change regularly.
- 1.5 The applicant has submitted a location plan, site plan and proposed elevations in support of the application.
- 1.6 There is extant Advertisement Consent on the site for a digital display screen which lapses in March 2027. The key difference with this current proposal is that both sides of the screen shall have advertisements displayed upon them.

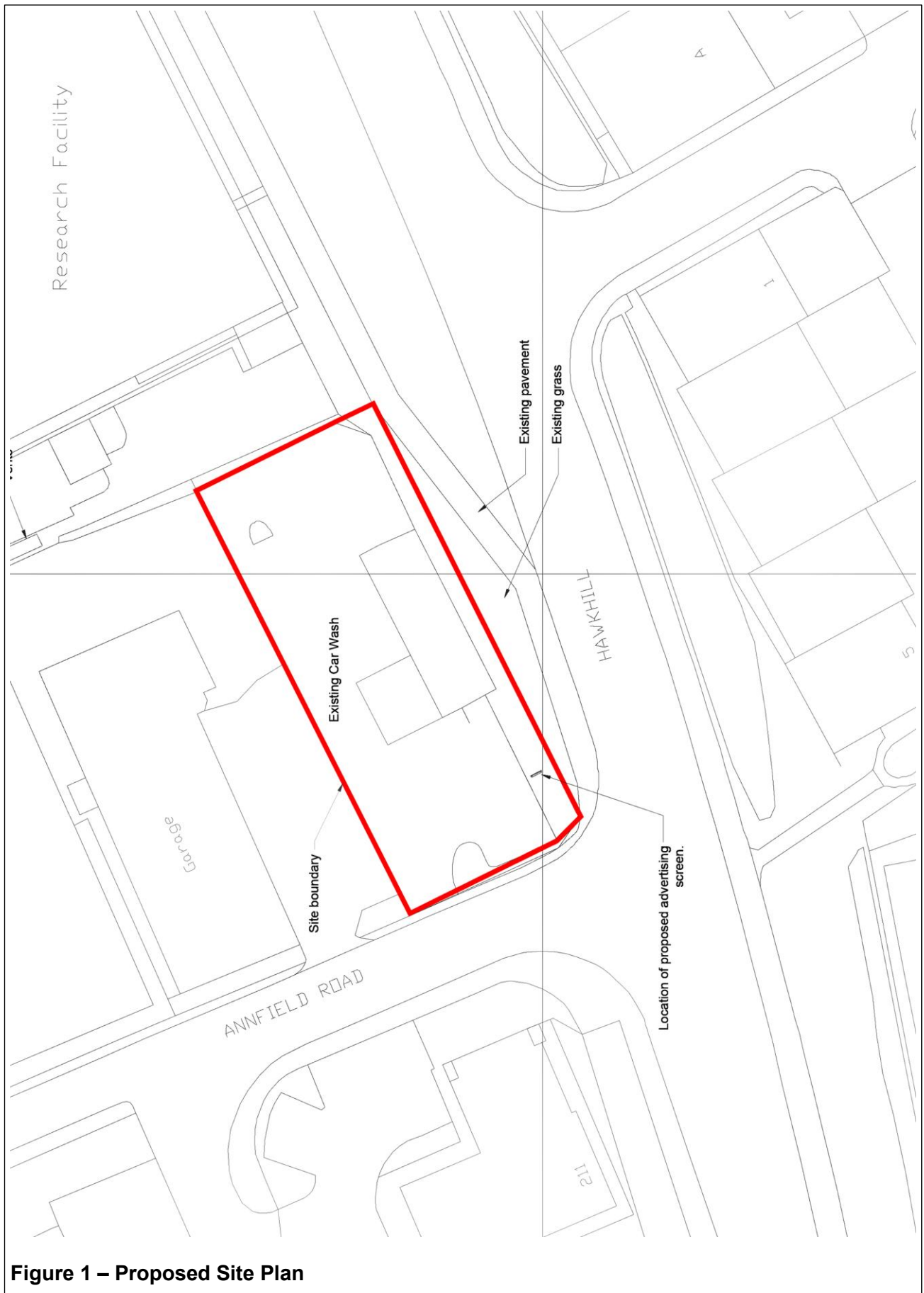


Figure 1 – Proposed Site Plan

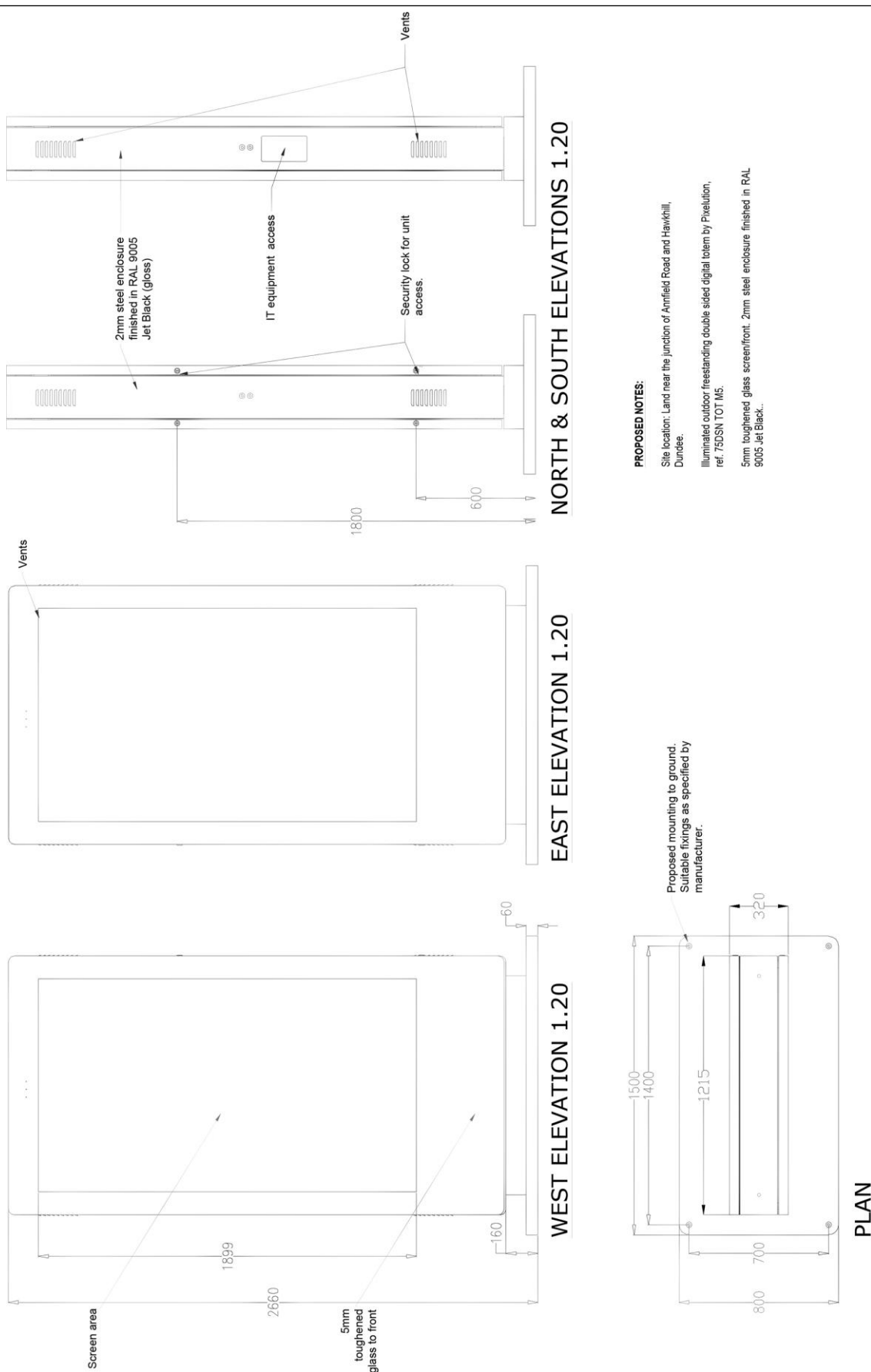


Figure 2 – Proposed Elevations

2 SITE DESCRIPTION

- 2.1 The application site comprises the curtilage of the car wash on the east side of Annfield Road and includes the grass verge on the east side of the junction of Hawkhill and Annfield Road where the proposed totem sign would be positioned.
- 2.2 The application site is situated within the Inner City as defined by the adopted Dundee Local Development Plan 2019, with surrounding uses predominantly commercial in nature.



Figure 3 – View of Application Site from Hawkhill



Figure 4 – View of Application Site from Annfield Road

3 POLICY BACKGROUND

- 3.1 The following plans and policies are considered to be of direct relevance:

NATIONAL PLANNING FRAMEWORK 4

Policy 14: Design, quality and place

DUNDEE LOCAL DEVELOPMENT PLAN 2019

Policy 1: High-Quality Design and Placemaking

STATUTORY PLANNING POLICY

None.

NON-STATUTORY STATEMENTS OF POLICY

None.

- 3.2 There are no other plans, policies and non-statutory statements that are considered to be of direct relevance.

4 SITE HISTORY

- 4.1 The following previous application history is relevant to the determination of this application;
- 4.2 22/00093/ADV- Advertisement of the following type: Freestanding digital display totem screen - granted consent 16 March 2022.

5 PUBLIC PARTICIPATION

- 5.1 No public comments were received.

6 CONSULTATIONS

- 6.1 **Head of Sustainable Transport and Roads-** no objection subject to condition.
- 6.2 **West End Community Council-** has submitted an objection raising the following grounds:
- a the proposed signage is contrary to LDP Policy 5 (General Economic Development Areas) as it would have a detrimental impact on both visual amenity and residential amenity;
 - b the illuminated sign would be seen as physically overbearing, and out of scale; and
 - c the sign would create a precedent for other illuminated signs to be consented in the area.

7 DETERMINING ISSUES

- 7.1 Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 provides that the powers conferred by the regulations (ie the control of advertisements) are exercisable only in the interests of amenity and public safety.
- 7.2 In terms of amenity, planning authorities should determine the suitability of the use of the site in light of the "general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest" and in doing so may disregard any existing advertisements.
- 7.3 The proposed signage would not be discordant when viewed in the context of the largely commercial nature of the surrounding area, together with existing examples of similar signage. It would be seen in relation to the totem sign on the west side of the Hawkhill/Annfield Road junction belonging to the PDSA, which is significantly larger in size.
- 7.4 With the exception of screens now on both sides of the structure, the signage would be reflective of the scale and form of signage which has previously been approved in this exact same location through previous application 22/0093/ADV. The sign would fit with the commercial nature of this location visually and would not detract from the application site or the wider street scene. Therefore, there would be no significant impact upon amenity at this site.
- 7.5 With respect to public safety, the safety of persons and road users and the obscuring of statutory signage are the main considerations. The Council's Head of Sustainable Transport and Roads advised that the proposed sign would not impact on junction visibility, and the location of the proposed sign can be supported subject to conditions prohibiting moving images on the digital display screens, and measures to control the brightness of the signs to ensure it does not cause any driver distraction in its roadside position.
- 7.6 The proposals satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984, subject to conditions.

MATERIAL CONSIDERATIONS

- 7.7 The material considerations to be taken into account are as follows:

A – DEVELOPMENT PLAN

NATIONAL PLANNING FRAMEWORK 4

- 7.8 **NPF4 Policy 14a: Design, quality and place** - states development proposals will be designed to improve the quality of an area whether in urban or rural locations and regardless of scale.
- 7.9 The design and appearance of the proposed signage have been addressed in the assessment of the proposals against the requirements of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The signage would not detract from the application site or the wider street scene.
- 7.10 **The proposal is in accordance with NPF4 Policy 14a.**

DUNDEE LOCAL DEVELOPMENT PLAN 2019

- 7.11 **LDP Policy 1: High-Quality Design and Placemaking** - as considered under NPF4 Policy 14a, and in the assessment of the proposals against the requirements of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984, the signage is of an appropriate design and appearance and would not detract from the application site or wider street scene.
- 7.12 **The proposal is in accordance with LDP Policy 1.**
- 7.13 **It is concluded that the proposal is in accordance with the Development Plan.**

B – REPRESENTATIONS

- 7.14 The grounds of objection are considered and assessed as follows:
- 7.15 **Objection** – the proposed signage is contrary to LDP Policy 5 (General Economic Development Areas) as it would have a detrimental impact on both visual amenity and residential amenity.
- 7.16 **Response** - the application site is not located within a General Economic Development Area. Therefore, LDP Policy 5 is not relevant and is not a material consideration in the assessment of this application.

The advertisement would be located on the southern edge of the Dundee Technopole Specialist Economic Development Area (LDP Policy 4). However, there is no provision within LDP Policy 4 which would support the refusal of Advertisement Consent on the grounds of visual or residential amenity.

Furthermore, there are no residential properties in the vicinity of the site that would be adversely affected by the proposal. Impacts on amenity are assessed against LDP Policy 1 and NPF4 Policy 14(a), as discussed above, where it is concluded that the proposal complies with the relevant policy requirements.

In addition, the proposal complies with the requirements of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

- 7.17 **Objection** – the illuminated sign would be seen as physically overbearing, and out of scale.
- 7.18 **Response** - the design, and appearance of the proposed signage has been addressed in the assessment of the proposals against the requirements of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. It is located near to a busy road and a commercial area and can be accommodated within this context. The signage would not detract from the application site or wider street scene.
- 7.19 **Objection** - the sign would create a precedent for other illuminated signs to be consented in the area.
- 7.20 **Response** - the approval of this advertisement would not in itself establish a precedent requiring the approval of similar illuminated signs elsewhere, as any future proposals would be subject to separate assessment against the relevant provisions of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and any other material considerations.

- 7.21 The issues raised in the representation have been considered and addressed in the report. There are no grounds raised which are of sufficient weight to justify refusal of Advertisement Consent.

C – SITE HISTORY

- 7.22 Signage has previously been approved in this exact location through previous application 22/00093/ADV. With the exception of screens now on both sides of the sign, the signage would be reflective of the scale and form of the signage previously. Application 22/0093/ADV remains extant until 16 March 2027. As the current sign can be installed this is a material consideration of significant weight which requires to be taken into consideration. The provision of images on both sides of that approved sign would not impact on the amenity of the area, nor would it have an impact on public or road safety.
- 7.23 **It is concluded that there are no material considerations of sufficient weight in this case to justify refusal of Advertisement Consent.**

8 CONCLUSION

- 8.1 The proposed signage would be in accordance with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and complies with the development plan. There are no material considerations of sufficient weight that would justify refusal of the application. Therefore, it is recommended that Advertisement Consent should be granted subject to a condition.

9 RECOMMENDATION

- 9.1 It is recommended that the application be GRANTED subject to the following condition(s):
- 1 **Condition** – no moving images shall be permitted on the digital screens hereby approved.

Reason – in the interests of road safety and to ensure the display does not cause any driver distraction.
 - 2 **Condition** – the digital screens hereby approved shall be fitted with a lighting control switch or equivalent mechanism that enables the adjustment of the screen brightness levels should this be required following installation. The lighting control mechanism shall be retained and maintained for the lifetime of the development.

Reason – in the interest of road safety and to prevent excessive light pollution in the interest of visual amenity.