

Advertisement Of The Following Types: Totem

KEY INFORMATION

Ward West End

Address

Land South of Riverside Avenue

Applicant

McDonald's Restaurants Ltd
c/o Agent

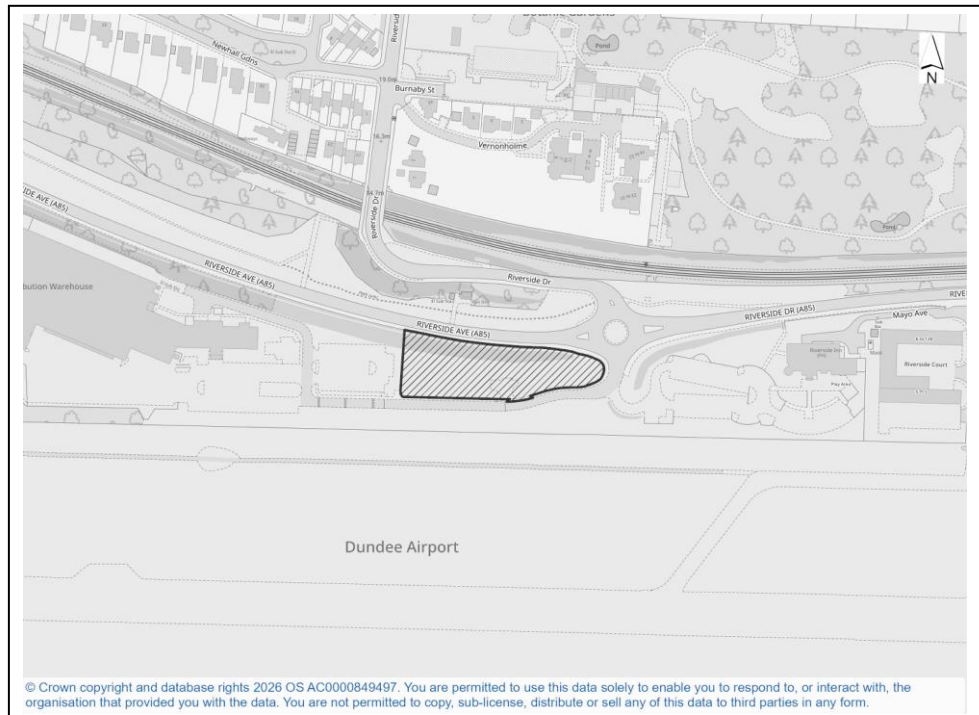
Agent

Lichfields

Validated: 30 Dec 2025

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

Contact: Sharon Dorward



SUMMARY OF REPORT

- The application seeks Advertisement Consent for the installation of an advertising totem at land adjacent to Riverside Drive.
- 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.
- Two letters of objection have been received, including an objection 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 has been received from a statutory consultee and the recommendation is for approval.
- More details can be found at [25/00696/ADV | Advertisement of the following types: totem | Land South Of Riverside Avenue Dundee.](#)

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 installation of a totem sign pole for the approved McDonald's drive-through restaurant development on Riverside Avenue. The totem would be positioned within the McDonalds's site adjacent to Riverside Avenue at the junction with Loverose Way.
- 1.2 The totem pole would be 3.5 metres in height from ground level and 1.75 metres wide. The depth of the totem would be 0.28m, including the pole and sign panels. The signage would comprise four rectangular panels positioned centrally on a dark grey composite aluminium pole, with a steel base painted in dark grey. The panels would each extend to 1.07 metres in width and to vary in size from 1.75m wide x 0.475 - 1.1 metres tall with a 50mm gap between each panel. The panels would be finished in dark green and timber coloured composite aluminium, with cut-out and backlit logos. Illumination would be static with a maximum brightness of 200cd/m². The "golden arch" would be depicted within the green panel at the top of the totem as backlit yellow polycarbonate. A timber coloured panel would depict an "open 24 hours" logo beneath this and a lower green panel would contain a directional logo to the drive-through unit. No text or logo is proposed for the lower timber coloured panel.
- 1.3 The applicant has submitted the following in support of the application:
 - Supporting Statement; and
 - Visual Impression/Site Section.



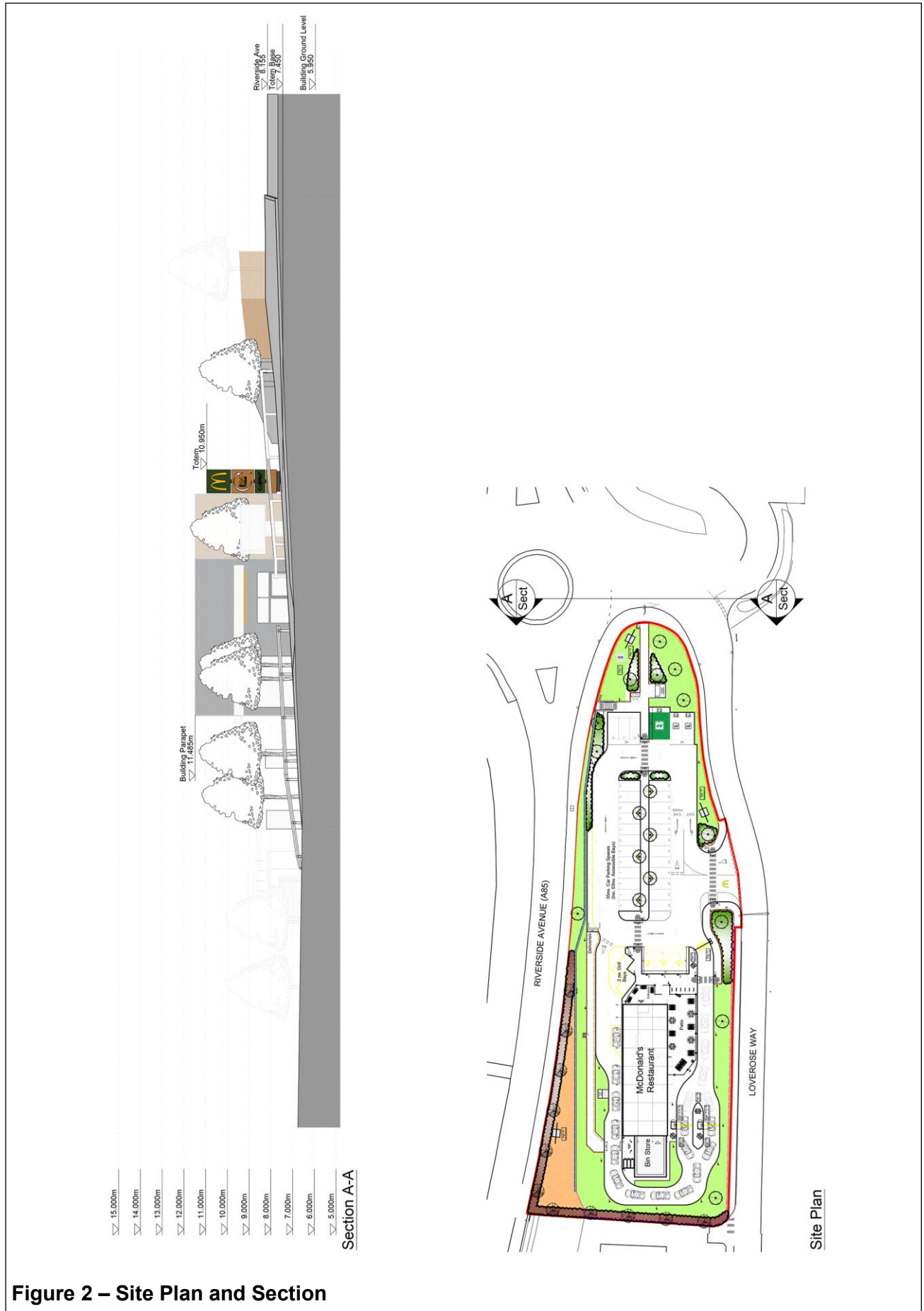


Figure 2 – Site Plan and Section

2 SITE DESCRIPTION

- 2.1 The application site is currently a vacant area of land located to the west of Dundee City Centre and to the south of Riverside Avenue.
- 2.2 The application site is set within the wider curtilage of the McDonald's restaurant site, which is located to the immediate west of the roundabout at the junction with Riverside Drive and Loverose Way; the totem would be positioned on the grassed verge towards the east of the wider site, in proximity to the roundabout.
- 2.3 The Green Circular core path network runs along the northern site boundary, the Riverside Ninewells link adjoins the Green Circular on Riverside Avenue. The Riverside Drive (West) wildlife corridor also runs directly to the north of the site on the northern side of Riverside Avenue and is also designated open space.
- 2.4 Surrounding land uses include the Amazon distribution warehouse and the Riverside Inn. Dundee Airport's runway is to the south of the application site and Perth Road to the north. Other surrounding land uses include Dundee University's Botanic Gardens and Riverside Nature Park.



Figure 3 – View From East



Figure 4 – View From North

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.

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 Planning application 06/01086/FUL was approved in April 2007 for the erection of a 60 bed hotel with restaurant and car park.

4.2 Planning application 10/00332/FULL was refused in December 2010 for the erection of a 102 bed hotel with restaurant and parking and subsequently dismissed at Appeal.

4.3 Planning application 11/00552/FULL refused an extension of the 06/01086/FUL planning permission in November 2011.

4.4 Planning application 20/0031/FULL was refused in July 2020 for the development of two Class 3 restaurants as drive-through units and then allowed at Local Review in February 2021.

4.5 Planning application 24/00509/FULL for the erection of a drive-through restaurant, parking and associated infrastructure was withdrawn in October 2024.

4.6 Planning application (reference: 25/00268/FULL) for the erection of a drive-through unit (Class 3/Sui Generis), associated access, car parking, landscaping and infrastructure (amendment to 21/00830/FULL) was approved in November 2025.

4.7 Advertisement consent application (reference: 25/00695/ADV) is currently under consideration for the installation of fascia and canopy signage.

5 PUBLIC PARTICIPATION

5.1 The statutory neighbour notification procedure has been undertaken and the application advertised in the local press.

5.2 One letter of objection has been received, raising the following valid material grounds:

- scale, visual amenity and clutter; and
- road and pedestrian safety.

5.3 The valid grounds of representation are taken into account in the material considerations section of this report.

6 CONSULTATIONS

- 6.1 **The Head of Sustainable Roads and Transport** - requested that illumination levels were decreased from 600cd/m² to a maximum of 200cd/m².
- 6.2 **Highland and Islands Airports Limited (HIAL)** - have no objection subject to a condition to ensure that an authorisation permit is obtained for the operation of cranes or other tall reaching construction equipment should they be required.
- 6.3 **West End Community Council** - has submitted an objection raising the following valid material grounds:
- impact from scale, design and illumination of totem on prominent ground; and
 - precedent for signage along Riverside Drive in conflict with Ambassador Route design guidelines.
- 6.4 The valid grounds of representation are taking into account in the material considerations section of this report.

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 (i.e. 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 application site relates to a small area of land within the wider site for the approved drive through restaurant. The plans have been amended to reduce the height of the proposed totem from 7m tall to 3.5 metres and would comprise four rectangular panels, two of which are internally lit. The panels would be finished in dark green and timber coloured composite aluminium. A "golden arch" M logo would be positioned within the highest panel. Illumination is proposed as back-lit LED lighting, which has been reduced from 600 to 200 candelas per sqm.
- 7.4 Riverside Avenue leading onto Riverside Drive is regarded as an "Ambassador Route" into Dundee City Centre, and it is important to preserve a sense of identity to this vista as one of the main approaches to the city. Given the undulation of the land, the totem would appear 0.46 metres lower than the restaurant building. In this context it would not be obtrusive within the street scene due to the design of the sign. The muted colours, height and panel shapes would have no significant impact when set against the backdrop of the restaurant building, once complete. There would be no significant light pollution or visual impact due to relatively low illumination levels proposed, subject to a condition which limits the candela unit, which will reduce the luminous intensity of the lit sections of the totem.
- 7.5 There would be no significant impact on the general characteristics of the locality, and the totem would have no impact on any feature of historic, architectural, cultural, or similar interest.

- 7.6 With respect to public safety, the safety of persons and road users and the obscuring of statutory signage are the main considerations.
- 7.7 The totem would be positioned on the grass verge within the curtilage of the approved drive-through site, and 1.5 metres from the edge of the core path. The position of the totem would not create any obstruction for pedestrians or users of the green circular network. The applicant has reduced the proposed level of illumination from 600cd/m² to 200cd/m² as requested by the Head of Sustainable Transportation and Roads and this will prevent risk of glare and driver distraction to road users. A condition is recommended to secure this in perpetuity. The proposal would not create any significant light nuisance or driver distraction. HIAL has no objections and confirm that the development would not infringe the safeguarding criteria and operation of Dundee Airport. HIAL recommended a condition which requires the applicant to secure a crane permit from HIAL prior to works commencing.
- 7.8 The totem would be positioned at an appropriate location and is of a scale and design which would have no detrimental impact on existing transport networks and no adverse impact on public safety at this site.
- 7.9 The proposals satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

MATERIAL CONSIDERATIONS

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

A – DEVELOPMENT PLAN

NATIONAL PLANNING FRAMEWORK 4

- 7.11 **NPF4 Policy 14: Design, quality and place** - states development proposals will be designed to improve the quality of an area, regardless of scale.
- 7.12 The design, appearance and finish materials of the fascia 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. The totem would not detract from the quality or appearance of the area.
- 7.13 **The proposal complies with NPF4 Policy 14.**

DUNDEE LOCAL DEVELOPMENT PLAN 2019

- 7.14 **LDP Policy 1: High Quality Design and Placemaking** - requires all development proposals to follow a design-led approach to sustainable and high quality placemaking. Development should contribute positively to the quality of the surrounding built and natural environment and should be planned with reference to climate change mitigation and adaptation. The design and siting of development should respect the character and amenity of the place, and create a sense of community and identity, enhancing connectivity, with creative approaches to urban design, landscaping and green infrastructure.
- 7.15 The design, appearance and finishing materials of the totem sign 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 proposed sign is appropriate as advertising for the approved drive-through restaurant building; the design and illumination would not detract from the appearance of the building or the wider thoroughfare. There would

be no adverse visual impact within the route towards and from Dundee Airport and Dundee City Centre.

7.16 **The proposal complies with LDP Policy 1.**

7.17 **It is concluded that the proposal is in accordance with the Development Plan.**

B - SUPPORTING INFORMATION

7.18 The applicant has submitted a supporting statement which acknowledges that the application site is visible from Riverside Avenue and states that the site does not have any heritage designations, and that the proposal would not create clutter. The statement further considers that the site is within the context of other commercial development and that the proposed sign is therefore appropriate.

7.19 The site is adjacent to one of the main approaches into the city, and while there are existing buildings of an industrial form, these are set back from the road and generally screened from view. While a 7-metre-high totem would not have been appropriate and would have created an obtrusive feature along the route, the 3.5 metre totem in a muted design would not appear incongruous against the setting of the approved building and within the views along the Ambassador Route.

7.20 In respect of public safety, the applicant contends that there would be no adverse impact on pedestrians, cyclists or drivers. Appropriate consultations were undertaken and with the addition of conditions there would be no impact on road safety.

C - REPRESENTATIONS

7.21 Two objections have been received including one from West End Community Council raising the following valid material grounds:

- scale, visual amenity and clutter;
- road and pedestrian safety; and
- establishing precedent.

7.22 The grounds of objection are considered and assessed as follows:

Objection - scale, visual amenity and clutter.

Response - during the application process, the height of the proposed totem has been reduced from 7 metres to 3.5 metres, and brightness has been reduced from 600 to 200 candelas per m². The reduction in height and panel design of the totem with muted colours is acceptable for the location which sits adjacent to a road and against the backdrop of a drive through building. The proposal is for one totem sign and would not have a significant impact on amenity, or, by itself result in clutter.

Objection - road and pedestrian safety.

Response - the candelas per m² has been reduced from 600 to 200, thereby reducing the brightness of the signs to an acceptable degree that would not affect drivers. The totem would be positioned within the curtilage of the McDonald's site and would not be prominent; there would be no impact on pedestrian safety or users of the Green Circular cycle path.

Objection - establishing precedent.

Response - the current proposal has been reduced in scale and, as assessed above, is of an acceptable design associated with a particular business use. It would not therefore establish an unwanted precedent for future signage. Any future application would be assessed on its own merits.

7.23 The issues raised in the representations have been considered and addressed in the report and the grounds raised are not of sufficient weight to justify refusal of advertisement consent.

7.24 **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 totem sign is in accordance with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. There are no material considerations of sufficient weight that would justify refusal of advertisement consent. Therefore, it is recommended that advertisement consent is granted.

9 RECOMMENDATION

9.1 It is recommended that advertisement consent be GRANTED subject to the following conditions:

- 1 **Condition** – prior to the commencement of development, a crane permit must be obtained from HIAL for the installation of any crane or tall construction equipment which is to be utilised during the development works.

The British Standard Code of Practice for the safe use of cranes requires crane operators to consult the aerodrome before erecting a crane in close proximity to an aerodrome. This is explained further in Advice Note 4, “Cranes” (available at [CAST Advice Notes | UK Civil Aviation Authority](#)) and CAP1096.

Reason - to ensure that construction work and construction equipment on the site and any adjoining land does not breach the Obstacle Limitation Surface (OLS) or the Instrument Flight Procedures (IFPs) surrounding the Airport and endanger aircraft movements and the safe operation of the aerodrome.

- 2 **Condition** - the level of illumination of the approved signage shall not exceed 200 candelas per square metre (200 cd/m²) at any time. The signage shall be installed with a fixed output or dimmable lighting system to ensure compliance, and it shall thereafter be retained, operated and maintained as such 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.