

## Statement Of Reasons

### Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984

### Dundee City Council (Central Waterfront) Order Defining an Area of Special Control 2021

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Dundee City Council has promoted an order for the designation of an Area Of Special Control for the reasons stated in the attached committee report (Report No. 200-2020, City Development Committee at Dundee City Council) and below:

The Waterfront area of Dundee City is a designed landscape of exceptionally high amenity and architectural value with significant cultural value both locally and for Scotland.

Assets include:

- The nationally important V&A Museum of Design Dundee as well as the award-winning Discovery Point which hosts the RRS Discovery and visitor centre.
- Slessor Gardens and Waterfront Place – a designed parkland landscape extending to approximately 22,000 square metres. This includes sculptural items and highly detailed designed gardenscapes with coordinated hard landscaping and street furniture
- The convergence of multiple transport routes and infrastructure which create a visitor's first impression of the city and allow visitors to orient themselves through the existing bespoke high quality signage. This includes the arrival area of Dundee's main Railway Station; the convergence of the National Cycle Route (Routes 77 and Route 1) and locally important recreational cycle/walking routes (Green Circular and Dundee Maritime Trail). The area also includes the city centre landfall of the Tay Road Bridge which acts as the primary artery for vehicle traffic approaching from Fife.
- The location is not a conservation area, but borders the central conservation area to the north-west. The zone includes one listed building and borders a considerable number of category A and B listed buildings which all contribute to the general high quality streetscape appearance of the area.
- It contains the core zone of the National Development as designated in the National Planning Framework. An area where specific high quality design and management standards already exist for all buildings and streetscape materials.

The designation of an area of special control for this location does not seek to prohibit the inclusion of advertising. It would however introduce a level of control which would ensure that it is delivered in a manner that is in keeping with the attention to detail that is currently being afforded to all other aspects of the streetscape. This ensures that the design and appearance of the area is in keeping with the high profile value of the assets contained therein.