

Eve Young,
Planning Officer
City Development Dept.,
Dundee City Council,
Dundee House, Floor 6,
N Lindsay St., Dundee,
DD1 1LS

Dr.D.Hewick,
17 Davidson Street,
Broughty Ferry,
Dundee, DD5 3AT.
01382 774288

17 February, 2014

Dear Mrs Young,

Installation of various illuminated signs, one hanging sign, lanterns and floodlights, 51-53 Gray Street., Broughty Ferry DD5 2BJ (14/00070/ADV)

This relates to the soon to be opened Jolly's Hotel.

The application seeks consent for advertisement signs which are as follows

6x sets of individual letters each illuminated by a trough light
3x non-illuminated amenity boards
1x illuminated menu case
1x illuminated projecting sign
7x lanterns
4x floodlights

We consider that this amount of illuminated signage is excessive and overly visually intrusive. We feel that some reduction in the degree of illumination would be more appropriate and just as effective in giving a sense of identity.

We note that a local councillor has expressed concerns about overly intrusive lighting in the retail core of Broughty Ferry. The strong possibility of the building being included in a conservation area may be a material consideration.

We therefore wish to object to this application.

Yours sincerely,

D.S. Hewick [Planning Secretary, Broughty Ferry Community Council]