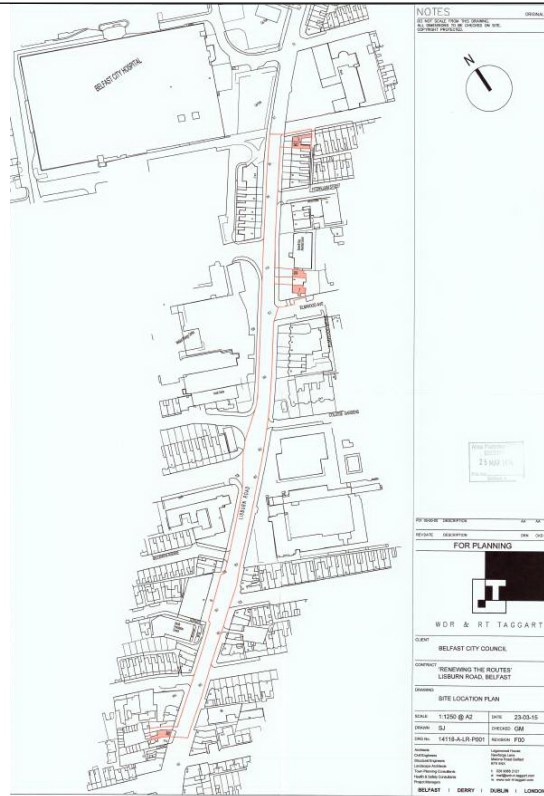


## Development Management Officer Report Committee Application

<b>Summary</b>	
<b>Committee Meeting Date:</b> 15 September 2015	<b>Item Number:</b>
<b>Application ID:</b> LA04/2015/0414/A	<b>Target Date:</b>
<b>Proposal:</b> Shop signs	<b>Location:</b> 'Renewing the Routes' scheme Lisburn Road Belfast
<b>Referral Route: Belfast City Council Application</b>	
<b>Recommendation:</b>	<b>Approval</b>
<b>Applicant Name and Address:</b> Belfast City Council Adelaide Exchange Adelaide Street BT2 8GD	<b>Agent Name and Address:</b> WDR and RT Taggart Laganwood House Newforge Lane Belfast BT9 5NX
<p><b>Executive Summary:</b> The application seeks advertising consent for 8 externally illuminated shop signs, for the Renewing the Routes Scheme at Lisburn Road. The main issues to be considered in the case are;</p> <ul style="list-style-type: none"> <li>• Amenity and Public Safety</li> <li>• The effect upon Area of Townscape Character designations.</li> </ul> <p>The proposal has been assessed against the Addendum to Planning Policy Statement 6 and Planning Policy Statement 17: Control of Outdoor Advertisements, and is compliant with both.</p> <p>Consultees offered no objections in principle to the scheme, subject to standard conditions and informatives in respect of position of signs and illumination.</p> <p>No representations received.</p> <p>Having had regard to the development plan, relevant planning policies, and other material considerations, it is recommended that the proposal is approved subject to conditions sety out in the case officer report.</p>	

## Case Officer Report

### Site Location Plan



**Consultations:**

Consultation Type	Consultee	Response
Non Statutory	NI Transport - Hydebank	No Objection

**Representations:**

Letters of Support	None Received
Letters of Objection	None Received
Number of Support Petitions and signatures	No Petitions Received
Number of Petitions of Objection and signatures	No Petitions Received

**Summary of Issues**

There were no representations to this proposal.

**1 DESCRIPTION OF THE PROPOSAL**

Belfast arterial routes are identified in the Belfast Metropolitan Area Plan 2015 (BMAP) sets urban design criteria for development along these routes to improve the physical appearance of the cityscape. Renewing the Routes programme is part of a scheme to improve the physical appearance of the arterial routes. It is proposed to provide replacement signage for the following properties:

- Even No's:
- 54 Lisburn Road
- 86 Lisburn Road

Odd No's  
165 Lisburn Road

Elmwood Avenue:  
7 Elmwood Avenue

The retrospective signage at the above locations incorporate new PPC aluminium signage panel fixed to a 20mm 'marine' plywood backing, with 'foamex' lettering and logos. Existing roller shutters are to be repainted, and strip lighting fixed with offset brackets above the signage panel. The brightness of the lighting is to be in accordance with the 'Institute of Lighting Engineers Technical report No.5 (2<sup>nd</sup> Edition).

## **2 CHARACTERISTICS OF SITE AND AREA**

The retrospective proposal incorporates several commercial premises along the Lisburn Road. The Lisburn Road is an Arterial Route with designated commercial and shopping areas (AR03/11). The Lisburn Road lies to the south of the City Centre. All of the Properties are located within Areas of Townscape Character. The use of premises along the Lisburn Road varies from residential properties to commercial properties on both sides of the road.

Most of the units along the Lisburn Road have existing fascia signs to the front of their buildings which is common for a predominantly commercial area. All of the above units are currently occupied.

## **3. SITE HISTORY**

None

## **4. POLICY FRAMEWORK**

- Belfast Metropolitan Area Plan 2015
- Zoned within Queens Office Area
- Designation BT042 – Area of Townscape Character
- Designation AR03/11 – Lisburn Road Shopping/Commercial Areas of Arterial Routes
- Designation BT039 – Area of Townscape Character
- Planning Policy Statement 1 – General Principles
- Planning Policy Statement 6 – (Addendum) Areas of Townscape Character
- Planning Policy Statement 17 – Control of Outdoor Advertisements

## **5. CONSULTEES RESPONSES**

Transport NI – No objection subject to conditions

## **6.REPRESENTATIONS RECIEVED**

None

## **7.OTHER MATERIAL CONSIDERATIONS**

None

## **8. ASSESSMENT**

8.1 The key issues are the effect of the proposal upon the character and appearance of the

Lisburn Road Areas of Townscape Character and on the Queens Office Areas. The proposal is considered compliant with PPS17 which states that proposed advertising signage must respect amenity and not prejudice public safety.

8.2 The majority of the proposed signs are to be replaced with traditional box fascias which are more sympathetic with the buildings that are on display. The majority of the new signs will be located in the same locations as the previous signage. Most of the shop signs will have their trough lighting replaced, improved or newly installed. Most of the shop frontage will be made good in relation to cleaning, painting and fixing guttering.

8.3 The majority of shop signs will be replaced with new aluminium fascia signage with individual lettering fixed to a timber frame. The construction of the retrospective signage at the locations stated in drawing number 02 incorporate new PPC aluminium signage panel fixed to 20mm 'marine' plywood backing, with 'foamex' letting and logos. The brightness of the lighting is to be in accordance with the 'Institute of Lighting Engineers Technical report No.5 (2nd Edition).

8.4. The proposal complies with Policy AD1 of PPS17 and Policy ATC3 of The Addendum to PPS6 and is considered acceptable in that it respects amenity, when assessed in the context of the general characteristics of the locality and does not prejudice public safety. The signage will not detract from the host buildings, and will blend into its surroundings when viewed in travelling along the Lisburn Road from either end. In its entirety, the proposal will be improvement the appearance of the area. The design of the illumination adheres to Policy AD1 of PPS17.

This scheme has been initiated by Belfast City Council as part of a regeneration project for this area and will benefit not only the local community but also it will be an important project on a regional level in terms of reimagining.

## **9. RECOMMENDATION**

Having regard to the development plan, relevant planning policies, and other material considerations, it is considered that the proposal should be approved subject to the conditions set out below.

Neighbour Notification Checked

N/A

Summary of Recommendation:

Having regard to the development plan, relevant planning policies, and other material considerations, it is considered that the proposal should be approved subject to the conditions set out below.

Conditions/Reasons for Refusal:

Conditions

1.The sign shall be erected in the position shown on the approved plan date stamped 25th March 2015

Reason: In the interests of road safety and the convenience of road users

2. The level of sign illumination of the proposed signs must comply with the Institute of Lighting Engineers Technical Report 5 "Brightness of Illuminated Advertisements"

Reason: In the interest of visual amenity, road safety and the convenience of road users.

Signature(s)

Date:

<b>ANNEX</b>	
<b>Date Valid</b>	25th March 2015
<b>Date First Advertised</b>	N/A
<b>Date Last Advertised</b>	N/A
<b>Details of Neighbour Notification (all addresses)</b> N/A	
<b>Date of Last Neighbour Notification</b>	N/A
<b>Date of EIA Determination</b>	
<b>ES Requested</b>	No
<b>Planning History</b>  None	
<b>Summary of Consultee Responses</b> Transport NI – Hydebank was consulted and has no objections	
<b>Drawing Numbers and Title</b>	
<p>Drawing No. 01 Type: Site Location Map Status: Submitted</p> <p>Drawing No. 02 Type: Existing and Proposed Elevations Status: Submitted</p> <p>Drawing No. 03 Type: Signage Graphic Designs Status: Submitted</p>	

**Notification to Department (if relevant)**

Date of Notification to Department:

Response of Department: