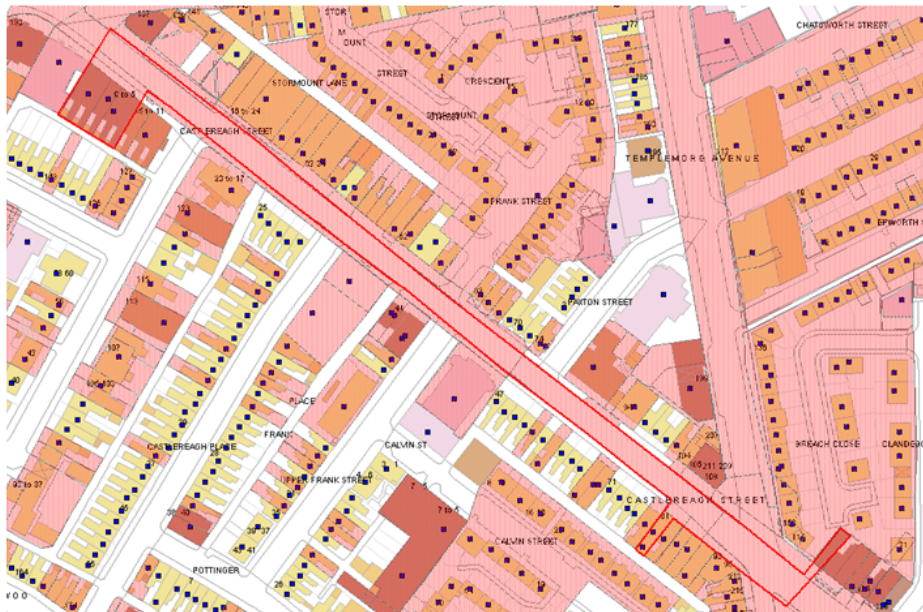


**Development Management Officer Report  
Committee Application**

<b>Summary</b>	
<b>Committee Meeting Date:</b> 15 September 2015	<b>Item Number:</b>
<b>Application ID:</b> LA04/2015/0296/A	
<b>Proposal:</b> Replacement shop signs (4) and fascia improvements including illumination	<b>Location:</b> Castlereagh Street, Belfast
<b>Referral Route:</b> Belfast City Council Application	
<b>Recommendation:</b>	<b>Approval</b>
<b>Applicant Name and Address:</b> Belfast City Council Adelaide Exchange Adelaide Street Belfast BT2 8GB	<b>Agent Name and Address:</b> Knox & Clayton 2A Wallace Avenue Lisburn BT27 4AA
<p><b>Executive Summary:</b></p> <p>The application seeks advertising consent for externally illuminated shop signs, for the Renewing the Routes Scheme at Castlereagh Street, Belfast. The main issue to be considered in this case is:</p> <ul style="list-style-type: none"> <li>• Amenity and Public Safety;</li> </ul> <p>The proposal has been assessed against Planning Policy Statement 17 - Control of Outdoor Advertisements and is compliant with this policy.</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 were received.</p> <p>Having regard to the development plan, relevant planning policies, and other material considerations, it is considered that the proposal should be approved.</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**

The proposal forms part of the “Renewing The Routes” program in which shop fronts in various parts of Belfast have signage replaced with a more traditional style in order to improve the visual appearance of main routes within the city.

**2 CHARACTERISTICS OF SITE AND AREA**

The area consists of mostly two storey terraced properties with commercial uses on the ground floor.

**3 SITE HISTORY**

None of particular relevance to this proposal

**4. POLICY FRAMEWORK**

- Belfast Metropolitan Area Plan 2015
- Planning Policy Statement 1 - General Principles
- Planning Policy Statement 17 – Control of Outdoor Advertisements

**5. CONSULTEES RESPONSES**

- TransportNI – No objection subject to conditions

**6. REPRESENTATIONS RECEIVED**

None

**7. OTHER MATERIAL CONSIDERATIONS**

None

**8. ASSESSMENT**

8.1 Policy AD1 of Planning Policy Statement 17 states that consent will be given for the display of an advertisement where:(i) it respects amenity, when assessed in the context of the general characteristics of the locality; and(ii) it does not prejudice public safety.

8.2 The proposed work involved includes the following: removing broken signage, replacement interchangeable plaque with new lettering/aluminium on timber framework, cleaning down of existing sign panel, painting exposed brickwork, rubbing down and repainting existing shutters, cleaning and washing down window/door frames and sills. Light fittings are to be replaced (no.25) and new foamex lettering on aluminium signage fixed to a new timber frame, replacement downpipes and guttering. It is therefore felt that the proposed work will have a positive effect on the visual amenity of the street and is compliant with AD 1.

8.3 The proposals comply with Policy AD1 of PPS17 in that they respect amenity and will not prejudice road safety. The signs do not detract from the host buildings and blend in with their surroundings.

8.4 Transport NI had no objection and therefore there is no issue with public safety.

8.5 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**

9.1 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.

<b>10. CONDITIONS</b>
<p>1. The signs shall be erected in the position indicated on drawings 02, 03, 04, 05, 06, 07 and 08, date stamped 01 April 2015. Reason: In the interests of road safety and the convenience of road users.</p> <p>2. The degree of illumination of the proposed signs must comply with the Institution of Lighting Engineers Technical Report No 5, 'Brightness of Illuminated Advertisements'. Reason: In the interest of visual amenity, road safety and convenience of road users.</p>

<b>ANNEX</b>	
<b>Date Valid</b>	19 <sup>th</sup> May 2015
<b>Date First Advertised</b>	N/A
<b>Date Last Advertised</b>	N/A
<b>Details of Neighbour Notification</b>	
N/A	
<b>Date of Last Neighbour Notification</b>	N/A
<b>Date of EIA Determination</b>	N/A
<b>ES Requested</b>	No
<b>Planning History</b>	
None applicable to this planning application.	
<b>Summary of Consultee Responses</b>	
No objections	
<b>Drawing Numbers</b>	
01, 02, 03, 04, 05, 06, 07, 08	
<b>Notification to Department (if relevant)</b>	
N/A	
<b>Representations from Elected members:</b>	
<b>NONE</b>	

