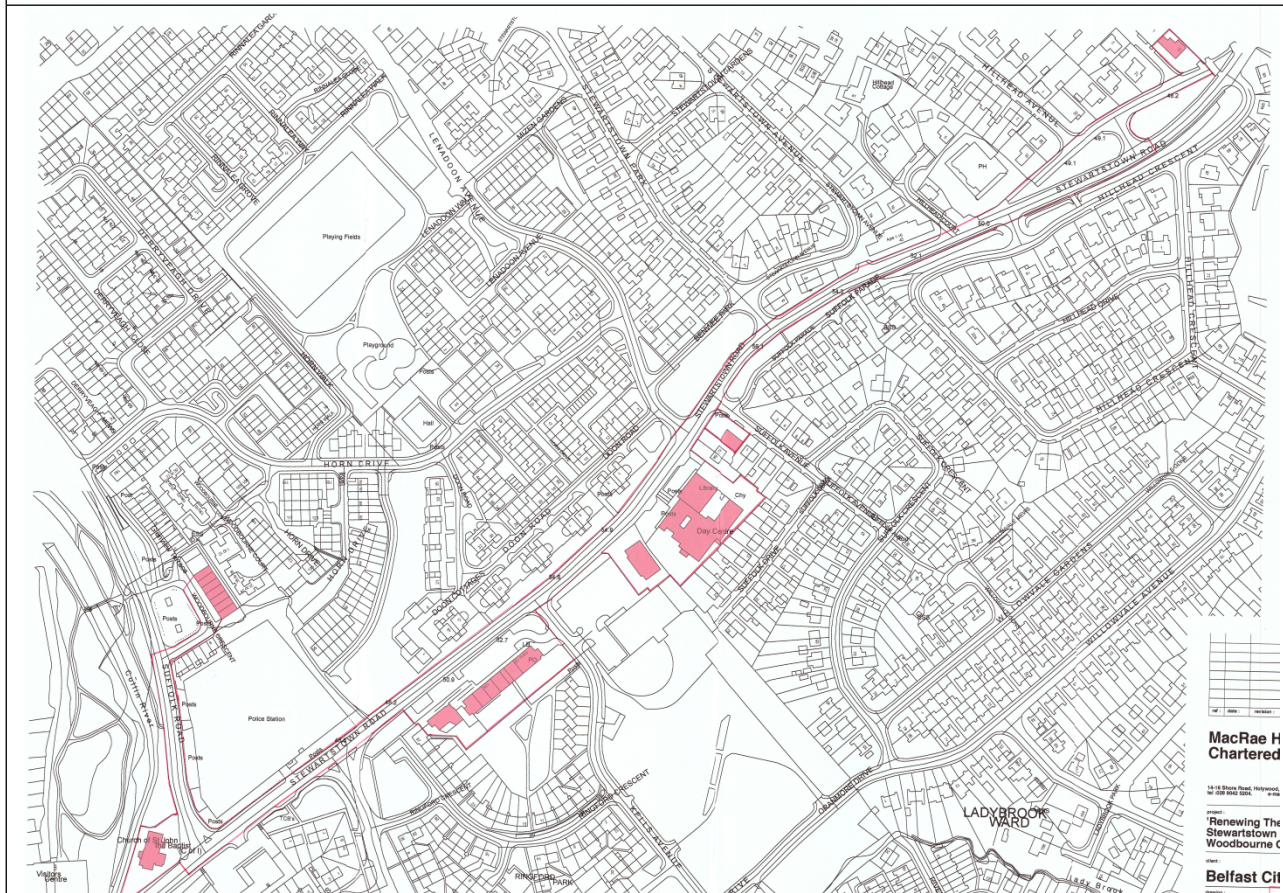


## Development Management Officer Report Committee Application

Summary	
<b>Committee Meeting Date:</b> 16/02/2016	
<b>Application ID:</b> LA04/2015/1300/A	
<b>Proposal:</b> Retrospective externally illuminated shop signs	<b>Location:</b> Renewing the routes scheme-Stewartstown Road- Woodbourne Crescent Belfast
<b>Referral Route:</b> Belfast City Council application	
<b>Recommendation:</b>	<b>Grant Consent</b>
<b>Applicant Name and Address:</b> Belfast City Council Adelaide Exchange Adelaide Street Belfast BT2 8GD	<b>Agent Name and Address:</b> McRae Hanlon Spence Architects 14-16 Shore Road Holywood BT18 9HX
<p><b>Executive Summary:</b> The application seeks advertising consent for 21 externally illuminated shop signs, for the Renewing the Routes Scheme at Stewartstown Road and Woodbourne Crescent. 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 character and appearance</li> </ul> <p>The proposal has been assessed against Planning Policy Statement 17: Control of Outdoor Advertisements, and is considered compliant.</p> <p>Consultees offered no objections in principle to the scheme, subject to standard conditions in regards to illumination. No representations were 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 set out in the case officer report.</p>	

## Case Officer Report

### Site Location Plan



### Characteristics of the Site and Area

<b>1.0</b>	<b>Description of Proposed Development</b> Retrospective advertisement consent is sought for 21 externally illuminated shop signs along Stewartstown Road.
<b>2.0</b>	<b>Description of Site</b> The application sites are located along Stewartstown Road, Belfast. The buildings range from one storey business units to three storey buildings of various finishes. There are six single storey units located at Woodbourne Crescent, a Church at the junction with Suffolk Road, eight two storey units at 118-134 Stewartstown Road, Suffolk Day Centre and two buildings at 80 and 25 Stewartstown Road. All of the premises appear to be occupied and the use varies from office use to retail and hot food units.

### Planning Assessment of Policy and other Material Considerations

<b>3.0</b>	<b>Site History</b>
3.1	None Relevant
<b>4.0</b>	<b>Policy Framework</b>

4.1	Belfast Metropolitan Plan 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Planning Policy Statement 6 (PPS 6) Planning, Archaeology and The Built Heritage. Planning Policy Statement 17- Control of Outdoor Advertisements PPS17
<b>5.0</b>	<b>Statutory Consultees Responses</b>
5.1	None
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.1	DRD Transport NI – approval subject to condition
<b>7.0</b>	<b>Representations</b>
7.1	None
<b>8.0</b>	<b>Other Material Considerations</b>
8.1	None
<b>9.0</b>	<b>Assessment</b>
9.1	The proposal is part of Belfast Renewing the Routes scheme which aims to improve the physical appearance of the main arterial routes throughout Belfast; part of this scheme involves revitalising the frontages by way of new signage. The signage proposed along the route varies however the majority of them are traditional box fascia boards of new PPC aluminium signage fixed to a 20mm plywood backing with foamex lettering and logos. One updated free standing sign measuring 1.3m high and 1m wide is located at St John the Baptist Church which is a listed building.
9.2	The policy context is provided by Planning Policy Statement 17: Control of Outdoor Advertisements (PPS 17). Policy AD 1 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;
9.3	PPS17 states that consent will be given for an advertisement were it respects amenity. The sites are located along an arterial route as designated in BMAP, the proposal aims to harmonise the shop frontages located along the route and improve the overall appearance. The area is of mixed use and contains a variety of advertisements, it is therefore considered that signs of this nature are not inappropriate or out of character with the area. The proposed signs are in scale with the units and do not create a cluttered effect and are sympathetic to the surrounding site and area.
9.4	(ii) It does not prejudice public safety  Transport NI has been consulted on the application and they have no objections to the proposal subject to a condition regarding the degree of illumination.
9.5	PPS 6 Policy BH13 refers to advertisements on a listed building and their impact on the form and detailing. The signage is an existing sign which has been updated and renewed to improve the appearance, it is located within the grounds of the listed building (St. John the Baptist Church) and not on the building itself. However it is considered that the sign

9.6	<p>will have no impact on building or any of its architectural features and is therefore considered acceptable.</p> <p><b>Summary of Recommendation</b></p> <p>The proposal complies with Policy AD 1 of PPS17 and is considered acceptable in that it respects amenity and does not prejudice public safety. The signage improves and harmonises the frontage of an arterial route and provides a unified appearance. The scheme as shown in the drawings is acceptable and complies with planning policy. No objections or third party representations were received regarding this application. Having taken account of all relevant information, including current planning policy it is recommended that consent is granted.</p>
10.0	<p><b>Summary of Recommendation:</b> Grant Consent with Condition</p>
11.0	<p><b>Conditions/Reasons for Refusal</b></p> <p>11.1           1. The degree of illumination of the proposed signs must comply with the Institution of Lighting Engineers Technical Report 5 “Brightness of Illuminated Advertisements”</p> <p>Reason: In the interest of visual amenity, road safety and the convenience of road users.</p>

## ANNEX

<b>Date Valid</b>	30th October 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 relevant	
<b>Summary of Consultee Responses</b> Transport NI – No objection subject to conditions	
<b>Drawing Numbers and Title</b> 01 – Site location plan 02 – Existing and Proposed Elevations 03 - Existing and Proposed Elevations 04 - Existing and Proposed Elevations	