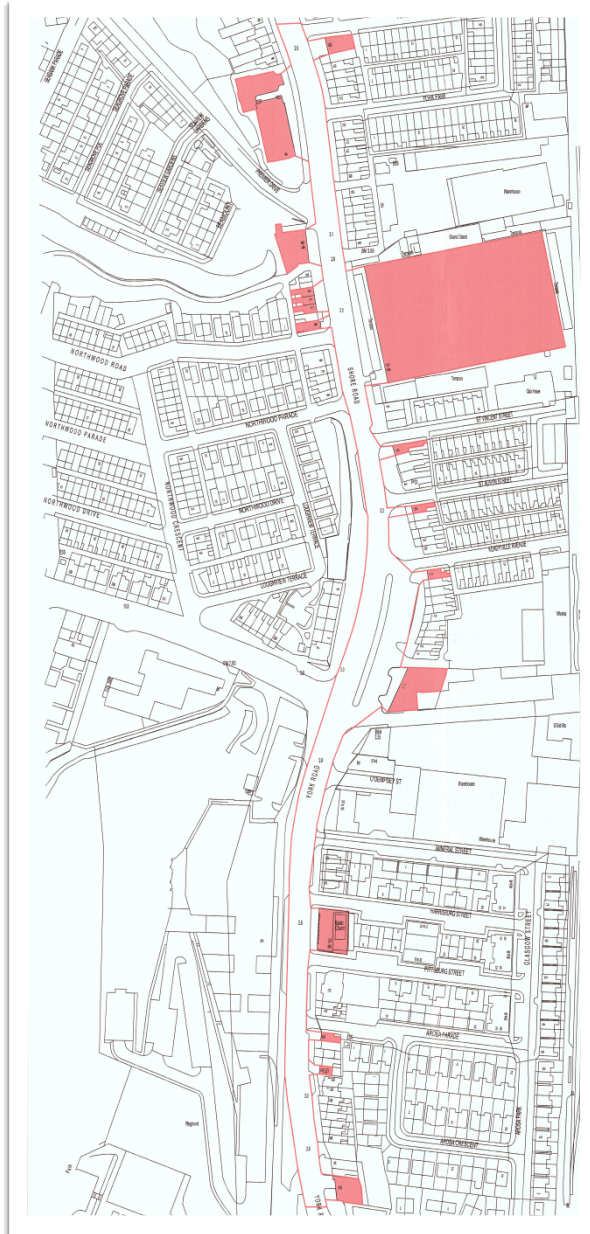


## Development Management Officer Report Committee Application

Summary	
<b>Committee Meeting Date:</b> 16 Feb 2016	
<b>Application ID:</b> LA04/2015/1459/A	
<b>Proposal:</b> New replacement shop signs as part of the "Renewing the Routes" scheme	<b>Location:</b> 1-7 137 157 157a 165 and 173-185 York Road, 31, 41, 51, 53-59, 68, 72, 74, 76, 84-88, 94 and 139 Shore Road
<b>Referral Route:</b> Belfast City Council Application	
<b>Recommendation:</b>	<b>Grant Consent</b>
<b>Applicant Name and Address:</b> Belfast City Council Urban Development Department 4-10 Linenhall Street Belfast BT2 8BP	<b>Agent Name and Address:</b> WDR & RT Taggart Laganwood House Newforge Lane Belfast BT9 5NX
<p><b>Executive Summary:</b> The application seeks advertising consent for 17 shop signs, for the Renewing the Routes Scheme at York Road and Shore 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 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>	<p><b>Description of Proposed Development</b>                  Retrospective advertisement consent is sought for 17 shop signs along York and Shore Road.</p>
<b>2.0</b>	<p><b>Description of Site</b>                  The application site is located along York and Shore Road, Belfast. The buildings range from one storey units to three storey commercial buildings all of which have various finishes. The buildings are spread out along the continuous stretch of road and include York Road Baptist Church, Seaview Presbyterian Church, Crusaders Football Club along with numerous retail and hot food outlets. All of the premises appear to be occupied apart</p>

	<p>from one at No.74 Shore road and the proposed signage appears to already be in place.</p> <p>The site is located within the development limits and along an arterial route, the area is of mixed use but is predominantly characterised by commercial units surrounded by two storey semi detached and terraced dwellings.</p>
<b>Planning Assessment of Policy and other Material Considerations</b>	
<b>3.0</b>	<b>Site History</b> None Relevant
<b>4.0</b>	<b>Policy Framework</b> Belfast Metropolitan Plan 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy 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. Replacement projecting signs are proposed at 137 York Road (2m by 0.5m) and 157a York Road (0.9m x 1.5m)
9.2	<p>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:</p> <p>(i) It respects amenity, when assessed in the context of the general characteristics of the locality;</p>
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

9.4	<p>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.</p> <p>(ii) It does not prejudice public safety</p> <p>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.</p>
9.5	<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 with this application. Having taken account of all relevant information, including current planning policy it is recommendation 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>

<b>ANNEX</b>	
<b>Date Valid</b>	19th November 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 condition	
<b>Drawing Numbers and Title</b> 01 – Site location plan 02 – Existing and proposed elevations 03 – Existing and proposed elevations	