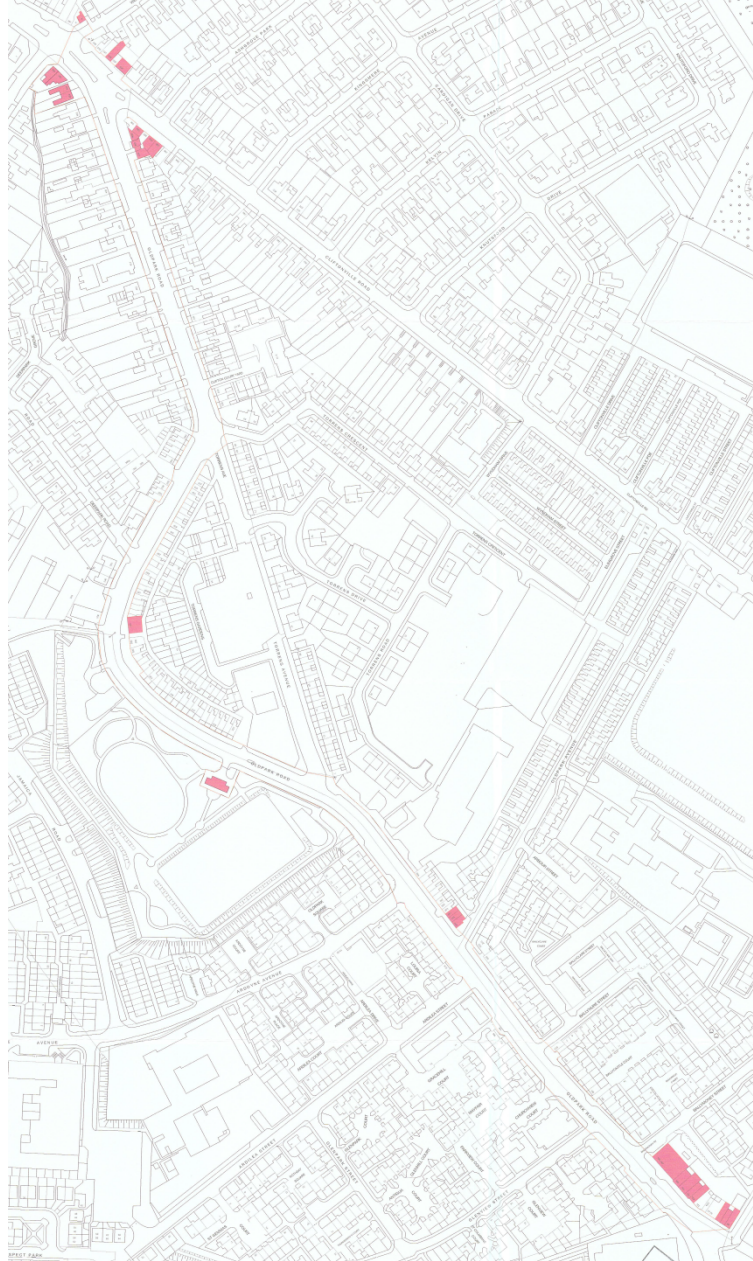


Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 16 Feb 2016	
Application ID: LA04/2016/0070/A	
Proposal: Retrospective externally illuminated shop signs	Location: Renewing the Routes Scheme Oldpark Road and Cliftonville Road Belfast
Referral Route: Belfast City Council Application	
Recommendation:	Grant Consent
Applicant Name and Address: Belfast City Council Adelaide Exchange Adelaide Street Belfast BT2 8GD	Agent Name and Address: MacRae Hanlon Spence Architects 14-16 Shore Road Holywood BT18 9HX
<p>Executive Summary: The application seeks advertising consent for 35 externally illuminated shop signs, for the Renewing the Routes Scheme at Old Park Road and Cliftonville Road. The main issues to be considered in the case are;</p> <ul style="list-style-type: none"> • Amenity and Public Safety • The effect upon character and appearance <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

<p>1.0</p>	<p>Description of Proposed Development</p> <p>Advertisement consent is sought for replacement of 35 externally illuminated shop signs as part of 'Renewing the Routes' scheme.</p>
<p>2.0</p>	<p>Description of Site</p> <p>The application is located at various points along a long stretch of road from 69 Mountview Street to 4 Westland Road via Old Park Road. The building types vary greatly</p>

	<p>throughout the site from two/three storey terraced buildings to single commercial units all of which have varying finishes and boundary treatments. The units within the site also vary in use from hot food takeaways/cafes to medical surgeries and offices. All of the premises appear to be occupied and in use.</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 two storey semi detached and terraced dwellings.</p>
Planning Assessment of Policy and other Material Considerations	
3.0	Site History None relevant
4.0	Policy Framework Belfast Metropolitan Plan 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Planning Policy Statement 17- Control of Outdoor Advertisements PPS17
5.0	Statutory Consultees Responses
5.1	None
6.0	Non Statutory Consultees Responses
6.1	Transport NI – No objection with condition
7.0	Representations
7.1	None
8.0	Other Material Considerations
8.1	None
9.0	Assessment
9.1	<p>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 in size 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 sign located at entrance to Marrowbone Millennium Park will be replaced with a similar freestanding sign located at proximately 2.4m above ground level.</p> <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> <p>PPS17 states that consent will be given for an advertisement were it respects amenity.</p>

	<p>The sites are located along an arterial route as outlined in BMAP, the proposal aims to harmonise the shop frontages located along the route and improve the overall appearance. The stretch of road is primarily commercial in 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.</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> <p>BMAP The sign located at entrance to Marrowbone Millennium Park falls within Old Park Local Landscape Policy Area (LLPA). Policy ENV 1 states that permission will not be granted for development with which would have a significant adverse effect on features that contribute to the quality of LLPA. The sign is already existing and no changes to the dimensions are proposed. It is therefore considered that the proposal is in compliance with the policy.</p> <p>Summary of Recommendation</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>Summary of Recommendation: Grant consent with Condition</p>
11.0	<p>Conditions/Reasons for Refusal</p> <p>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	
Date Valid	17th December 2015
Date First Advertised	N/A
Date Last Advertised	N/A
Details of Neighbour Notification N/A	
Date of Last Neighbour Notification	N/A
Date of EIA Determination	N/A
ES Requested	No
Summary of Consultee Responses	
Transport NI – No objection subject to conditions	
Drawing Numbers and Title	
01 – Site location plan	
02 – Existing and Proposed Elevations	
03 - Existing and Proposed Elevations	
04 - Existing and Proposed Elevations	