

**Development Management Officer Report
Committee Application**

Summary	
Committee Meeting Date: 18 August 2015	Item Number:
Application ID: Z/2015/0021/A	
Proposal: Retrospective externally illuminated shop and facia signs (NO)	Location: Lower Ormeau Road & Cromac Street Belfast
Referral Route: Belfast City Council Application	
Recommendation:	Approval
Applicant Name and Address: Belfast City Council Adelaide Exchange Adelaide Street Belfast BT2 8GB	Agent Name and Address: MacRae Hanlon Spence Architects 14-16 Shore Road Holywood BT18 9HX
<p>Executive Summary:</p> <p>The application seeks retrospective advertising consent for externally illuminated shop signs, for the Renewing the Routes Scheme at Lower Ormeau Road and Cromac Street. The main issues to be considered in this case are:</p> <ul style="list-style-type: none"> • Amenity and Public Safety; • The effect upon the setting of listed buildings and conservation designations. <p>The proposal has been assessed against Planning Policy Statement 6 Planning Archaeology and the Built Heritage and Planning Policy Statement 17, Control of Outdoor Advertisements and is compliant with these policies.</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
 Non Statutory

Consultee
 NIEA - Protecting Historic
 Monuments
 NI Transport - Hydebank

Response
 No Objection
 No Objection

Non Statutory

Non Statutory

NIEA - Protecting Historic
 Buildings

No Objection

Representations:
 Letters of Support
 Letters of Objection

None Received
 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:

34A Ormeau Road – De Cano Hairdresser
36A Ormeau Road – Muldoon & Co Accountants
38-40 Ormeau Road – John McAleer & Co Accountants and The Very Thing Furniture
136 Ormeau Road – Lagan Palace Fast Food Outlet
138 Ormeau Road – St Vincent de Paul Thrift Shop
140-142 Ormeau Road – The Rose & Crown Public House
156 Ormeau Road – Property People Estate Agents
158 Ormeau Road – Yambo Food
160 Ormeau Road – Marie's Hairdressing/Residential
162 Ormeau Road – Helen's Home Bakery
164 Ormeau Road – Frame of Mine Gallery
166 Ormeau Road – Murty Toolan & Co Solicitors
184 Ormeau Road – Not So Plain Jane Beauty Clinic

Odd No's:

117 Ormeau Road – Mornington Community Project
167 Ormeau Road – Soul Ride Spin Studio
169 Ormeau Road – Discount Supplements
171 Ormeau Road – Impulse Tanning Salon
173-177 Ormeau Road – Bangla Bazar Food Supermarket
179 Ormeau Road – Imaj Turkish Barbers
181 Ormeau Road – Electric Smoke Co.
185 Ormeau Road – Eagle Star Taxis
187 Ormeau Road – Stranmillis Travel

Agincourt Avenue:

1 Agincourt Avenue – Happy Dumplings
1A & 1B Agincourt Avenue – Blowdrybar

Cromac Street:

161-165 Cromac Street – Clarke Bros. Ltd. Autoparts

The retrospective signage at the above locations incorporates 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 (2nd Edition).

2 CHARACTERISTICS OF SITE AND AREA

The retrospective proposal incorporates several commercial premises along the Lower Ormeau Road from Cromac Street in the City Centre to Artana Street. The Lower Ormeau Road is an Arterial Route (AR 1/12) with designated commercial and shopping areas (AR 03/13). Lower Ormeau lies to the south east of the City Centre. It is an edge of city centre, Victorian residential townscape The area developed as a Victorian and Edwardian residential suburb with terraces of red brick or render two and three storey dwellings. The urban fabric of the area, (its building stock of Victorian terraced workers housing) is of special architectural and historic interest, reflecting an important aspect and period of the social and economic history of the city. The area exhibits a distinct hierarchy of place, with taller more grandiose buildings to the main frontage along the primary Ormeau Road, with smaller, more visually subservient terraced dwellings to the rear of this frontage.

3 SITE HISTORY

None of particular relevance to this proposal

4. POLICY FRAMEWORK

- Belfast Metropolitan Area Plan 2015
- Linen Conservation Area
- Designation CC 007 – Commercial District Character Area
- ATC BT 033 Holyland and BT 043 Lower Ormeau
- Designation AR 01/12 – Ormeau Road Arterial Route
- Designation AR 03/13 – Ormeau Road Shopping/Commercial Areas on Arterial Routes
- Planning Policy Statement 1 - General Principles
- Planning Policy Statement 6 – Planning, Archaeology and the Built Heritage
- Planning Policy Statement 6 – (Addendum) Areas of Townscape Character
- Planning Policy Statement 17 – Control of Outdoor Advertisements

5. CONSULTEES RESPONSES

- NIEA Protecting Historic Buildings – No objection
- NIEA Protecting Historic Monuments – No objections
- TransportNI – No objection subject to conditions

6. REPRESENTATIONS RECEIVED

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 Linen Conservation Area and Holyland and Lower Ormeau Area of Townscape Characters. PPS 17 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. Some of the existing shop signs will maintain their present illustration. Some existing banners, spotlights and projecting signs will be removed. 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 new timber frame. In all cases the lettering is to be simplified with smaller more subtle characters to harmonise the shop frontage. The construction of the retrospective signage at the locations stated in (Section 1 Description of Proposal) incorporates 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 (2nd Edition).
- 8.4 The proposal complies with Policy AD 1 of PPS17 and Policy BH 11 and Policy BH 13 of PPS 6 and is considered acceptable in the Conservation Area in that it respects amenity, when assessed in the context of the general characteristics of the locality and does not prejudice public safety (Roads Service have no objections). The signage will not detract from the host buildings, and will blend in to its surroundings when viewed from travelling along Ormeau Road from either end. In all the proposal will be an improvement. The illumination is kept to a minimum with strip trough lighting proposed. The colour of these strip trough lightings will not detract from the character of the area nor hinder public safety. The design of the illumination adheres to Policy AD 1 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.

10. CONDITIONS

1. This permission is valid from the date on which the development was carried out under Section 55 of the Planning Act (Northern Ireland) 2011.
Reason: Retrospective Application
2. The signs shall be erected in the position indicated on drawings 02A, 03A, and 04A date stamped 18 February 2015.
Reason: In the interests of road safety and the convenience of road users.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of Belfast City Council.
Reason: In the interest of visual amenity

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: In the interest of public safety
5. 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.

INFORMATIVES:

1. This permission is for advertisement consent only and any other alterations or structures, including awnings or canopies or shop fronts shown on stamped approved drawings may require planning permission.

ANNEX	
Date Valid	6th January 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
Planning History	
None applicable to this planning application.	
Summary of Consultee Responses	
No objections	
Drawing Numbers	
01, 02A, 03A, 04A	
Notification to Department (if relevant)	
N/A	
Representations from Elected members:	
NONE	