

Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 18 August 2015	Item Number:
Application ID: LA04/2015/0294/A	
Proposal: Replacement shop signs and fascia improvements including illumination (65 Signs)	Location: Newtownards Road Belfast
Referral Route: Belfast City Council Application	
Recommendation:	Approval
Applicant Name and Address: Belfast City Council Belfast City Hall Belfast BT1 5GS	Agent Name and Address: Knox and Clayton 2A Wallace Avenue Lisburn BT27 4DP
<p>Executive Summary:</p> <p>The application seeks advertising consent for 65 externally illuminated shop signs, for the Renewing the Routes Scheme at Newtownards Road. The main issues to be considered in this case are:</p> <ul style="list-style-type: none"> • Amenity and Public Safety; • The effect upon conservation area designations. <p>The proposal has been assessed against Planning Policy Statement 6 and Planning Policy Statement 17, and is compliant with these policies.</p> <p>Consultees, TransportNI and NIEA Historic Buildings offered no objections in principle with the scheme subject to standard conditions and informatives being applied in respect of the level of illumination and position of signage.</p> <p>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 officers report.</p>	

Case Officer Report

Site Location Plan



Consultations:

Consultation Type	Consultee	Response
Non Statutory	NI Transport - Hydebank	No Objection
Non Statutory	NIEA	No Objections

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

See below.

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. There will be a total of 65 signs to be renewed, improved or

newly erected.

The signage is proposed to be a 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).

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.

It is proposed to provide signage for the following properties:

Even No's

222 Newtownards Road- New Titanic Quarter
 224 Newtownards Road- East End Motorcycles
 240-242 Newtownards Road- Vacant
 244 Newtownards Road- The Bethany Take Away
 246 Newtownards Road- East Side Tattoo Studio
 246a Newtownards Road- Side door
 250 Newtownards Road- Katrina Fashions Marketing
 252-254 Newtownards Road- Dragon House and Hot shots
 262 Newtownards Road- Vacant
 268-270 Newtownards Road- Mace
 268-270 (Gable) Newtownards Road- Mace
 272 Newtownards Road-Sandwich-Dee Lite
 274 Newtownards Road- Sammy Douglas MLA DUP
 276 Newtownards Road- A & M Furniture, Beds, Mattresses, Bed, Living & Dining
 282-284 Newtownards Road- Second Time Around
 342 Newtownards Road- The Hot Pot Cafe
 344 Newtownards Road- Dessanos
 356 Newtownards Road- Russel's Shop 4 You
 346-348 Newtownards Road- O SO U, Warwicks and Gold Buying Centre
 362a Newtownards Road- All Washed up
 364 Newtownards Road- Stormont Kabs
 364a Newtownards Road- Kebab Express
 366 Newtownards Road- Best Paws
 368 Newtownards Road- Lisburn Fuels.co.uk, Home Heating Oil
 372 and 372 (Gable) Newtownards Road- The Baby Shop

Odd No's

125 Newtownards Road- The Co-operative pharmacy
 127 Newtownards Road- The Furdresser
 129 Newtownards Road- A1 Alterations
 131 Newtownards Road- B.P. Sew 'N' Knit
 133 Newtownards Road- Alex Newsagents
 135 Newtownards Road- Taco Mex
 137 Newtownards Road- Richard Hare Kilts
 141-145 Newtownards Road- Vacant
 159 Newtownards Road- Vacant
 161 Newtownards Road- Vacant
 163 Newtownards Road- Vacant

169 Newtownards Road- Jordans
 203 Newtownards Road- The Wool Shop
 205 Newtownards Road- Hairstop
 209-211 Newtownards Road- McDowell's Pharmacy
 213-223 Newtownards Road- Re:Store Reduce, Reuse, Recycle- East Belfast Mission Charity Shop
 269 Newtownards Road- Dental Surgery, David T Neill, B.D.S, Q.U.B
 271 Newtownards Road- Vacant
 335 Newtownards Road- Restore Reduce, Reuse, Recycle
 273 Newtownards Road- Great Eastern Bar
 281 Newtownards Road- David S McMullan, Quality Butcher
 283 Newtownards Road- Hairazor
 283a Newtownards Road- Adana Turkish Kebab & Pizza House
 287 Newtownards Road- Taylors Unisex Hairdressing Salon
 285 Newtownards Road- East Belfast Taxi Group
 289 Newtownards Road- Pick and Pay
 291 Newtownards Road- Rosetta Launderette
 293 Newtownards Road- Glovers Household Goods
 295 Newtownards Road- Fresh Meat Centre Quality Meats
 301-303 Newtownards Road- Glovers Hardware Supplies
 305-317 Newtownards Road- Planet Bingo
 323-327 Newtownards Road- More Junk, Vintage Goods & Prop Hire
 329 Newtownards Road- Vacant
 331-333 OMIT and 331-333 Newtownards Road-Vacant
 342 Newtownards Road- Vacant
 345 Newtownards Road- The Newton Brunch Bar
 347 Newtownards Road- NA Solicitors
 349-351 Newtownards Road- Care & Share
 353 Newtownards Road- The Con Club Newtownards Road

Portview Newtownards Road

D1- Vacant
 D2- Catherine Services
 D3- The Neptune
 D4- Vacant
 D5- Vacant

Solway Street

3- Westbourne Supporters of Glentoran Football Club

Numbers 152, 209-211, 213-223, 224, 244, 246, 262, 268-270, 273, 274, 289, 256, 353 (Tennants signage) and D3 Portview will maintain their existing signage.

Characteristics of the Area

The application sites are located along the Newtownards Road Arterial Route in East Belfast. The buildings range from one storey to three storey and occupy a red brick or rendered finish. There are three units located in the McMaster Street Conservation Area and six units located in a Commercial Node/Area of Parking Restraint. The use of the premises along Newtownards Road varies from retail and offices to hot food sit in restaurants and sit in takeaways.

Most of the units along Newtownards Road have existing fascia signs to the front of their buildings which is common for a predominantly commercial area. Some of the units are vacant with no sign present on the building. Some of the existing signs on the units and vacant units are out of character with their host building and the surrounding area. Many have trough lighting that

is need of repair.

Site History

None relevant.

Policy framework

Belfast Metropolitan Plan 2015

Designation AR/01 – Newtownards Road Arterial Route

Mc Master Street Conservation Area

Commercial Node

Planning Policy Statement 1(PPS 1) General Principles

Planning Policy Statement 6 (PPS 6) Planning, Archaeology and The Built Heritage.

Planning Policy Statement 17- Control of Outdoor Advertisements PPS17

CONSULTEES RESPONSES

NI Transport- Hydebank was consulted and has No Objections

NIEA was consulted and has no objections.

Neighbour Notification:

Not required as proposal is for an advertisement.

The site includes the following shop units on Newtownards Road:

ASSESSMENT

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 existing shop signs on the vacant units will be replaced with blank fascia aluminium signage or repaired to improve the characteristics of the locality - At numbers 145, 141-143, 159, 161,163, 240-242, 262, 331-333 and 331-333 OMIT Unit, 343 and D1, D4 and D5 Portview.
- Numbers 127-137, 169, 203, 205, 224, 254, 252, 281, 283, 283a, 287, 269, 335, 272, 274, 273, 276, 282-284, 285, 291, 293, 295, 305-317, 323-327, 342, 344, 345, 305-317, 323-327, 346-348, 349-351, 347, 353 (Con Club Entrance), 364, 366, 368, 372 and 3 Solway Street have proposals for new strip lights above the proposed signage. These will apply trough lighting which will extend over the whole sign and will be painted to integrate it into the whole display.
- Numbers 213-223, 222, 244, 250, 271, 256, 262a and 264a have existing strip trough lighting which will be serviced and painted which will also integrate with the whole display.
- Numbers 159-163, 203 and 205 are situated within a Conservation Area. These are assessed against Policy BH 13 of PPS6 in relation to their appearance and setting. These proposed advertisements will not adversely impact the character of the area or public safety.
- Numbers 141-143, 145, 222 (gable) 349-351 and 372 (gable) are proposing to replace vandalised or boarded windows with blank virtual graphic windows. These will not impact on the amenity of the area or hinder public safety.

- At number 3 Solway Street advertising on an awning is proposed and as a whole adheres to Policy AD 1 of PPS 17.

The proposal complies with Policy AD 1 of PPS17 and is considered acceptable in terms of 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 Newtownards 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.

Neighbour Notification Checked

N/A

Summary of Recommendation:

Based on the above assessment, it is recommended that this application is approved

Conditions

1. The signs shall be erected in the position shown on the approved plan date stamped 13/04/2015

Reason: In the interests of road safety and the convenience of road users

2. The degree of illumination of the proposed signs must comply with the Institution of Lighting Engineers Technical Report 5 "Brightness of Illuminated Advertisements"

Reason: In the interest of visual amenity, road safety and the convenience of road users.

ANNEX	
Date Valid	13th April 2015
Date First Advertised	N/A
Date Last Advertised	N/A
Details of Neighbour Notification (all addresses)	
N/A	
Date of Last Neighbour Notification	N/A
Date of EIA Determination	
ES Requested	No
Planning History	
Summary of Consultee Responses	
NI Transport- Hydebank was consulted and has no objections NIEA was consulted and has no objections.	
Drawing Numbers and Title:	
Representations from Elected Representatives:	
None	

Drawing No. 01
Type: Site Location map
Status: Submitted

Drawing No. 02
Type: Existing and Proposed elevations Unit No. 125, 127, 129, 131, 133, 135 & 137
Status: Submitted

Drawing No. 03
Type: Existing and Proposed elevations Unit No. 141-145
Status: Submitted

Drawing No. 04
Type: Existing and Proposed elevations Unit No. 159, 161, 163
Status: Submitted

Drawing No. 05
Type: Existing and Proposed elevations Unit No. 169
Status: Submitted

Drawing No. 06
Type: Existing and Proposed elevations Unit No. 203, 205 and 207
Status: Submitted

Drawing No. 07
Type: Existing and Proposed elevations Unit No. 209-211
Status: Submitted

Drawing No. 08
Type: Existing and Proposed elevations Unit No. 213-223
Status: Submitted

Drawing No. 09
Type: Existing and Proposed elevations Unit No. 222 and 224
Status: Submitted

Drawing No. 10
Type: Existing and Proposed elevations Unit No. 240-242
Status: Submitted

Drawing No. 11
Type: Existing and Proposed elevations Unit No. 244, 246, 246a & 248
Status: Submitted

Drawing No. 12
Type: Existing and Proposed elevations Unit No. 250 & 252-254
Status: Submitted

Drawing No. 13

Type: Existing and Proposed elevations Unit No. 262
Status: Submitted

Drawing No. 14

Type: Existing and Proposed elevations Unit No. 268-270
Status: Submitted

Drawing No. 15

Type: Existing and Proposed elevations Unit No. 268-270 (Gable)
Status: Submitted

Drawing No. 16

Type: Existing and Proposed elevations Unit No. 269
Status: Submitted

Drawing No. 17

Type: Existing and Proposed elevations Unit No. 271 & 335
Status: Submitted

Drawing No. 18

Type: Existing and Proposed elevations Unit No. 272 & 274
Status: Submitted

Drawing No. 19

Type: Existing and Proposed elevations Unit No. 273
Status: Submitted

Drawing No. 20

Type: Existing and Proposed elevations Unit No. 276
Status: Submitted

Drawing No. 21

Type: Existing and Proposed elevations Unit No. 281, 283, 283a & 287
Status: Submitted

Drawing No. 22

Type: Existing and Proposed elevations Unit No. 282-284
Status: Submitted

Drawing No. 23

Type: Existing and Proposed elevations Unit No. 285
Status: Submitted

Drawing No. 24

Type: Existing and Proposed elevations Unit No. 289
Status: Submitted

Drawing No. 25
Type: Existing and Proposed elevations Unit No. 291, 293 & 295
Status: Submitted

Drawing No. 26
Type: Existing and Proposed elevations Unit No. 301-303
Status: Submitted

Drawing No. 27
Type: Existing and Proposed elevations Unit No. 305-317
Status: Submitted

Drawing No. 28
Type: Existing and Proposed elevations Unit No. 323-327, 329 & 331-333
Status: Submitted

Drawing No. 29
Type: Existing and Proposed elevations Unit No. 331-333
Status: Submitted

Drawing No. 30
Type: Existing and Proposed elevations Unit No. 342 & 344
Status: Submitted

Drawing No. 31
Type: Existing and Proposed elevations Unit No. 343, 345
Status: Submitted

Drawing No. 32
Type: Existing and Proposed elevations Unit No. 344
Status: Submitted

Drawing No. 33
Type: Existing and Proposed elevations Unit No. 346-348
Status: Submitted

Drawing No. 34
Type: Existing and Proposed elevations Unit No. 347 & 349-351
Status: Submitted

Drawing No. 35
Type: Existing and Proposed elevations Unit No. 353
Status: Submitted

Drawing No. 36
Type: Existing and Proposed elevations Unit No. 362a
Status: Submitted

Drawing No. 37

Type: Existing and Proposed elevations Unit No. 364, 364a, 366 & 368

Status: Submitted

Drawing No. 38

Type: Existing and Proposed elevations Unit No. 372 & 372 Gable

Status: Submitted

Drawing No. 39

Type: Existing and Proposed elevations Unit No. 3 Solway Street

Status: Submitted

Drawing No. 40-45

Type: Existing and Proposed elevations Unit No. D1-D5 Portview

Status: Submitted

Notification to Department (if relevant)

Date of Notification to Department: NA