

Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 15 September 2015	Item Number:
Application ID: LA04/2015/0413/A	Target Date:
Proposal: Shop signs	Location: 'Renewing the Routes' scheme Castlereagh Road Belfast
Referral Route: Belfast City Council Application	
Recommendation:	Approval
Applicant Name and Address: Belfast City Council Adelaide Exchange Adelaide Street Belfast	Agent Name and Address: WDR and RT Taggart Laganwood House Newforge Lane Belfast BT9 5NX
<p>Executive Summary:</p> <p>The application seeks advertising consent for 16 externally illuminated shop signs, for the Renewing the Routes Scheme at Castlereagh 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 and informatives in respect of position of signs and illumination.</p> <p>No representations.</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>	

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:

142 Castlereagh Road – Ritchies
 140 Castlereagh Road – Cafe 140
 138 Castlereagh Road – Star Vision
 110-108 Castlereagh Road – Rite Price
 106 Castlereagh Road – Boyz to Men
 76 Castlereagh Road – Kinning Cycles

Odd No's:

259 Castlereagh Road – Flowers of Elegance
 253 Castlereagh Road – Loopland Pharmacy
 251 Castlereagh Road – Crystal House
 249 Castlereagh Road – Computer & Laptop Repairs
 51-49 Castlereagh Road – NI Suppliments
 27 Castlereagh Road – Alexanders
 23 Castlereagh Road – Mission Possible

The retrospective signage at the above locations incorporates new PPC aluminium signage panels with individual 'vinyl' lettering/logos on external grade plywood sheeting and treated timber framing. 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.

2 CHARACTERISTICS OF SITE AND AREA

The retrospective proposal incorporates several commercial premises along the Castlereagh Road. The Castlereagh Road is an Arterial Route (AR 03/04) with designated commercial and shopping areas (AR 02/11). The Castlereagh Road lies to the east of the City Centre. The use of premises along the Castlereagh Road varies from residential properties to commercial properties on both sides of the road.

Most of the units along the Castlereagh Road have existing fascia signs to the front of their buildings which is common for a predominantly commercial area. All of the above units are currently occupied.

3. SITE HISTORY

None

4. POLICY FRAMEWORK

- Belfast Metropolitan Area Plan 2015

- Designation AR02/11- Commercial Nodes and Areas of Parking Restraint on Arterial Routes
- Designation AR03/04 – Shopping/Commercial Areas on Arterial Routes
- Planning Policy Statement 1 – General Principles
- Planning Policy Statement 17 – Control of Outdoor Advertisements

5. CONSULTEES RESPONSES

Transport NI – 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 Castlereagh Road. The proposal is considered compliant with PPS17 which 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. The majority of the new signs will be located in the same locations as the previous signage. 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 timber frame. The construction of the retrospective signage at the locations stated in drawing number 02 incorporate new PPC aluminium signage panel fixed to a 20mm 'marine' plywood backing, with 'vinyl' lettering and logos. 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 AD1 of PPS17 and is considered acceptable in that it respects amenity, when assessed in the context of the general characteristics of the locality and does not prejudice public safety. The signage will not detract from the host buildings, and will blend in to its surroundings when viewed from travelling along the Castlereagh Road from either end. In the entire proposal will be an improvement. The design of the illumination adheres to Policy AD1 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.

Neighbour Notification Checked	N/A
Summary of Recommendation:	
<p>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.</p>	
Conditions/Reasons for Refusal:	
Conditions	
1. The sign shall be erected in the position shown on the approved plan date stamped 25th March 2015.	
Reason: In the interests of road safety and the convenience of road users	
2. The level of sign illumination of the proposed signs must comply with the Institute 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.	
Signature(s)	
Date:	

ANNEX	
Date Valid	25th March 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 None	
Summary of Consultee Responses Transport NI – Hydebank was consulted and has no objections	
Drawing Numbers and Title	
<p>Drawing No. 01 Type: Site Location Map Status: Submitted</p> <p>Drawing No. 02 Type: Existing and Proposed Elevations Status: Submitted</p> <p>Drawing No. 03 Type: Signage Graphic Design Status: Submitted</p>	
Notification to Department (if relevant) Date of Notification to Department: Response of Department:	

