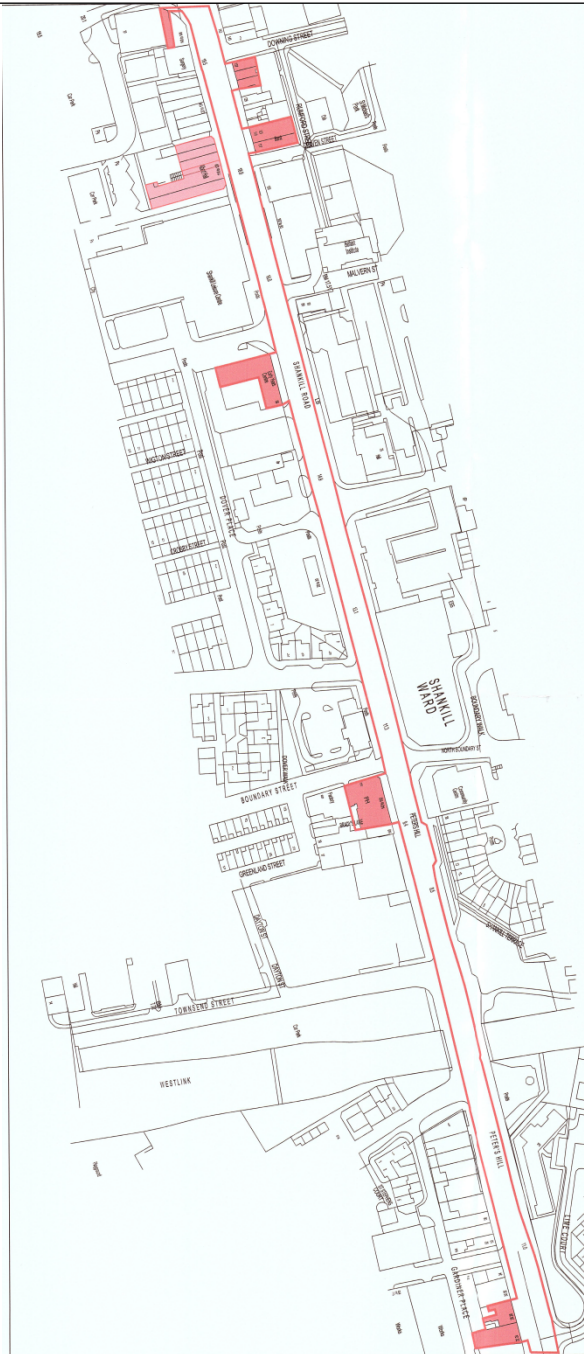


Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 16 February 2016	
Application ID: LA04/2015/1462/A	
Proposal: New and replacement shop signs as part of the "Renewing the Routes" scheme	Location: 60 , 117 ,119-121 124 133, 135, 137, 142 Shankill Road. 224, 26-28, 150-152 Peters Hill
Referral Route: Belfast City Council Application	
Recommendation:	Grant Consent
Applicant Name and Address: Belfast City Council Urban Development Department 4-10 Linenhall Street Belfast BT2 8BP	Agent Name and Address: WDR & RT Taggart Laganwood House Newforge Lane Belfast BT9 5NX
<p>Executive Summary: The application seeks advertising consent for 10 externally illuminated shop signs, for the Renewing the Routes Scheme at Shankill Road and Peters Hill. 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 new and replacement shop signs at 10 units as part of 'Renewing the Routes' scheme.</p>
<p>2.0</p>	<p>Description of Site</p> <p>The application site is located along Shankill Road and Peters Hill, Belfast. The building</p>

	<p>types vary greatly along the stretch of road from three storey original buildings to two storey commercial units all of which have different finishes. The buildings are spread out along the stretch of the road and mainly include a number of uses such as a public house; community facilities and hot food take away. All premises appear to be occupied apart from properties at No. 117 and 133 Shankill Road.</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 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
7.0	Representations
7.1	None
8.0	Other Material Considerations
8.1	None
9.0	Assessment
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 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. All the signage is replacement of existing signage of similar dimensions apart from No.60 Shankill Road which proposes replacement of two fascia signs with three individual fascia boards located above the windows and one above the entrance.
9.2	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:

9.3	<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. 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>
9.4	<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>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	19th November 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 objections subject to conditions	
Drawing Numbers and Title	
01 – Site location plan	
02 – Existing and Proposed Elevations	
03 - Existing and Proposed Elevations	