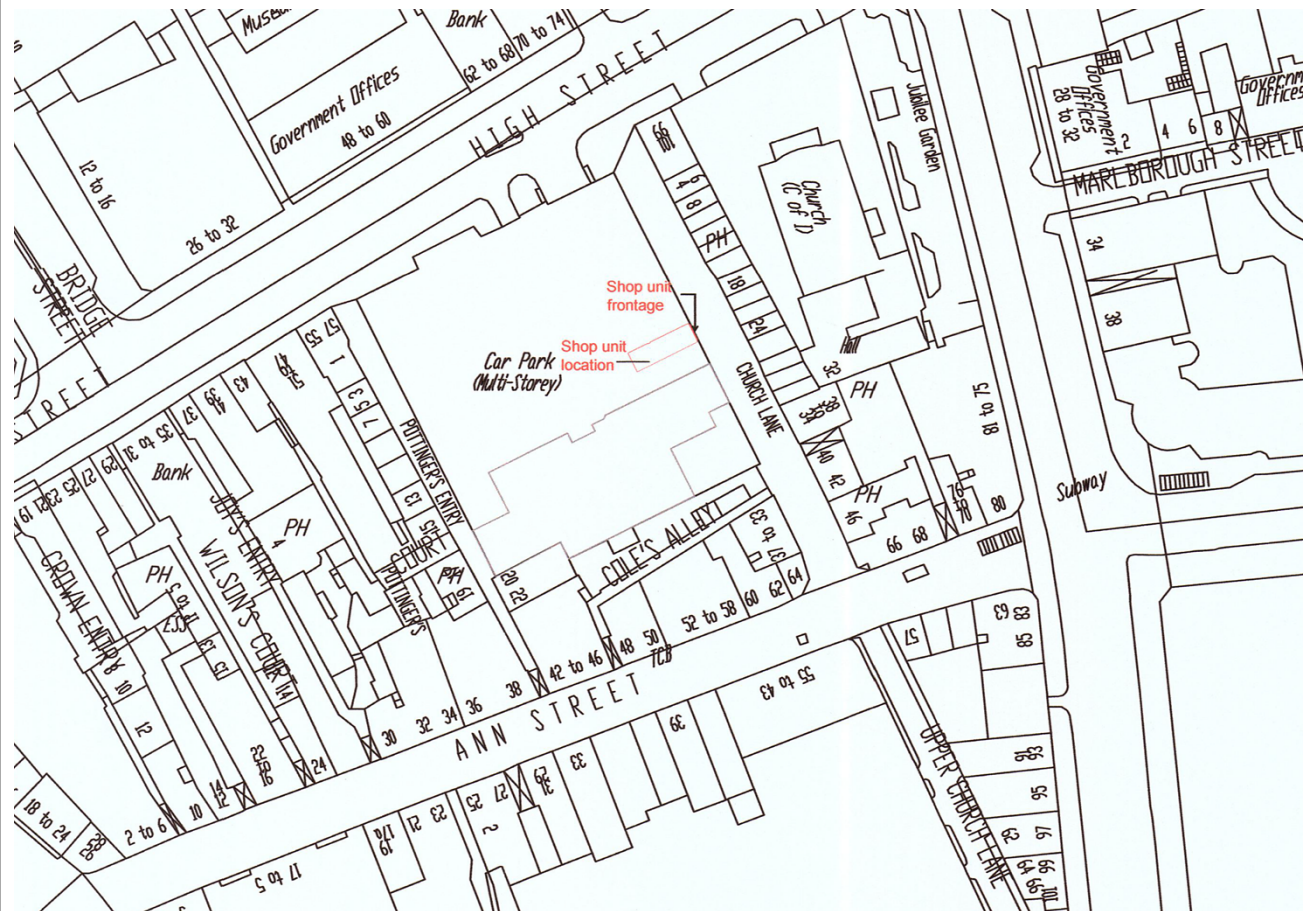


**Development Management Officer Report
Committee Application**

Summary	
Committee Meeting Date: 15 November 2016	
Application ID: LA04/2016/1956/A	
Proposal: Shop unit signage encasing roller shutter	Location: 14a HI-Park Centre Church Lane Belfast BT1 4QN
Referral Route: Application in which the Belfast City Council has an interest or estate	
Recommendation: Approve consent	
Applicant Name and Address: Greenwich leisure Ltd (GLL) Middlegate House The Royal Arsenal London SE18 6SX	Agent Name and Address: Greenwich Leisure Ltd (GLL) Shankill Leisure Centre 100 Shankill Road Belfast BT13 2BD
<p>Executive Summary:</p> <p>This application seeks advertising consent for the erection of a painted blue roller shutter box with individual lettering to a ground floor unit of a multi storey car park and retail complex.</p> <p>The application site is identified on BMAP as Old City Character Area (Designation CC 009) and falls just within a primary retail core (Designation CC 006).</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> • Impact upon amenity • Impact upon public safety <p>The proposal has been assessed against the requirements of the Strategic Planning Policy Statement: Planning for a Sustainable Development, BMAP, Planning Policy Statement 17: The Control of Outdoor Advertisements and Planning Policy Statement 6 (PPS6) Planning, Archaeology and Built Heritage</p> <p>Advertisements are a large feature of Church Lane, therefore the proposed sign is not inappropriate within the area and is unlikely to have any further impact the amenity of the surrounding area.</p> <p>The sign does not prejudice public safety. Roads Service have been consulted on the application and they have no objections to the proposal.</p> <p>Planning consent is recommended.</p>	

Case Officer Report

Site Location Plan



Characteristics of the Site and Area

1.0	Description of Proposed Development Advertising consent is sought for the erection of a painted blue roller shutter box with individual lettering to a ground floor unit of a multi storey car park and retail complex
2.0	Description of Site. The site is at 14a Hi-Park Centre which is located along Church Lane. The application relates to the display of an advertisement on a ground floor unit of a multi storey car park. The application is within Belfast City Centre Conservation Area and falls just within the primary retail core. The immediate area is characterised by commercial units, bars and fast food outlets.

Planning Assessment of Policy and other Material Considerations

3.0	Relevant Planning History <ul style="list-style-type: none">LA04/2016/0642/A – HI Park Centre, Church Lane – 4 no shop signs – permission granted 2016
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	<ul style="list-style-type: none"> • Z/2008/2005/F – Units 38-39 Hi-Park Centre – change of use from retail unit to amusement arcade – permission granted 2008 • Z/2014/1441/F – Former in Shops Shopping centre-72 High Street – external alteration to Cole's Alley elevation to provide for plant and air conditioning units set on concrete plinth and demountable louvres and High Street elevation to provide a louvre and 3 no. wall mounted bicycle racks – permission granted 2015 • Z/2014/1082/A – Former in Shops Shopping centre, 71-72 High Street – 2no projecting signs and 1no fascia sign (amended description). – permission granted 2014 • Z/2014/0312/F – Former In Shops Shopping centre, 71-72 High Street, Refurbishment of existing building to provide a new shop front facing High Street and other alterations to Pottingers Entry and Church Lane elevations – permission granted 2014
4.0	Policy Framework
4.1	Designation CC 009 – Old City Character Area Designation CC 006 – primary retail core
4.2	Belfast Metropolitan Area Plan (BMAP) 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Statement 17: The Control of Outdoor Advertisements
5.0	Non Statutory Consultee Responses
5.1	Transport NI – No Objection
6.0	Representations
6.1	No objections have been received.
7.0	Assessment
7.1	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 It respects amenity, when assessed in the context of the general characteristics of the locality and that it does not prejudice public safety.
7.2	It is important to note that Church Lane is a mixed use and pedestrianised area comprising of offices, retail units and restaurants, signage is therefore a large feature in the area. The proposed advertisement is therefore not inappropriate within the area and is unlikely to have any further impact the amenity of the surrounding area.
7.3	As the application site falls within the city centre conservation area the conservation area officer was consulted. It was suggested that the sign should be placed above the glass of the shop front and below the yellow 'on end' brick which would architecturally be the correct fascia position. The comments from the CAO have been noted, however on balance, given that there are little regularity of fascia positions amongst the units along this stretch of shop units the proposed signage is considered acceptable. The proposed signage is also considered to be an improvement to the existing roller box shutter.
7.4	The sign does not prejudice public safety. Roads Service have been consulted on the

	application and they have no objections to the proposal.
7.5	Relevant policy documents as detailed as above have been considered and I content that the proposal complies with these. Having regard to the policy context above planning consent is recommended.
8.0	Summary of Recommendation: Grant Consent
8.1	Having regard to the policy context a, the proposal is considered acceptable and consent is recommended subject to the following conditions.
9.0	Conditions
	<p>Conditions</p> <p>1. The sign shall be erected in the position shown on the approved plan 01 date stamped 9th September.</p> <p>Reason: In the interests of road safety and the convenience of road users</p>