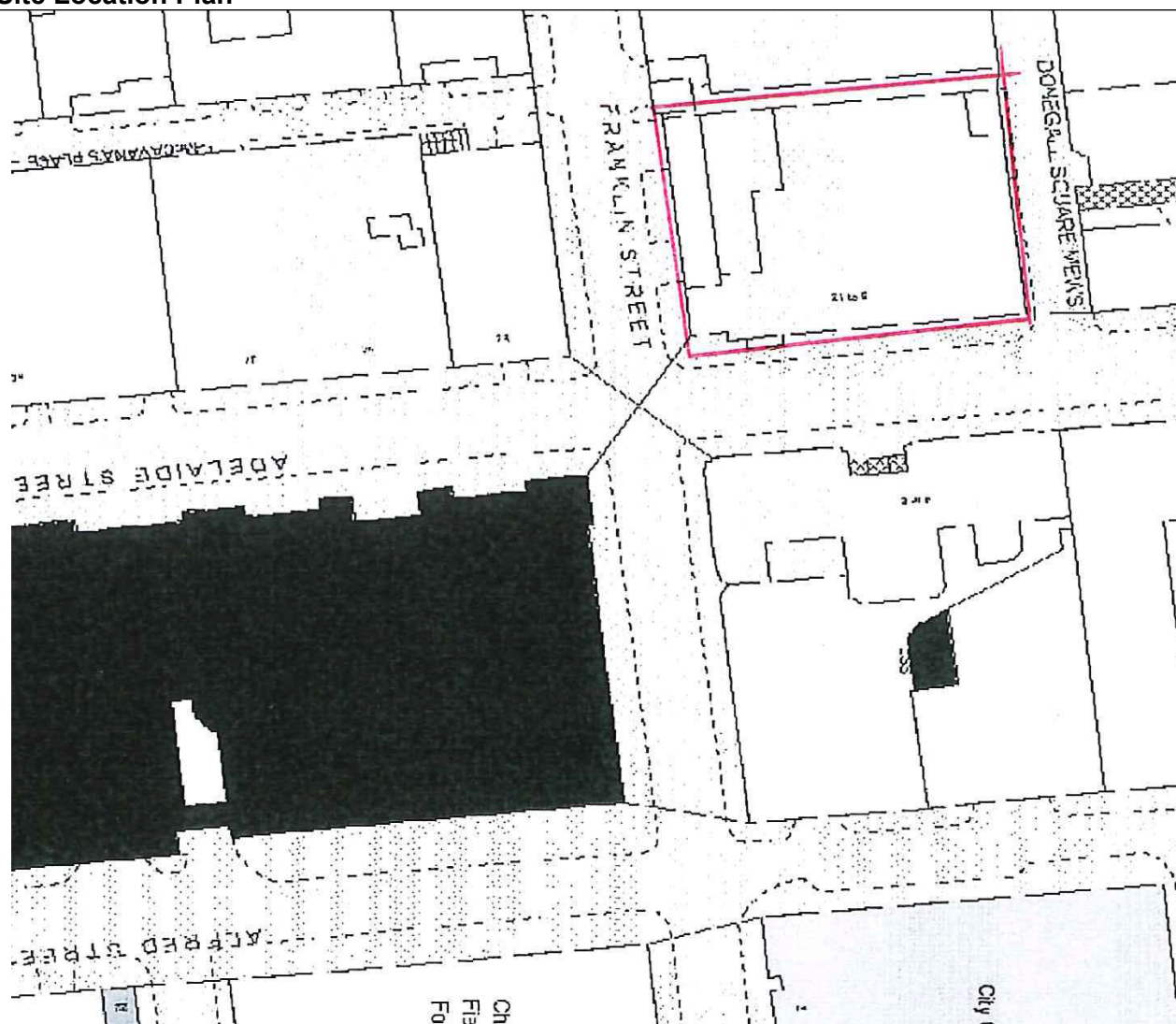


Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 13 December 2016	
Application ID: LA04/2016/2093/A	
Proposal: Erection of two signs to the east elevation of 9-21 Adelaide Street comprising of building name and council logo.	Location: 9 – 21 Adelaide Street
Referral Route: Belfast City Council Application	
Recommendation:	Grant Consent
Applicant Name and Address: BCC Property and Projects Department 24 – 26 Adelaide Street Belfast City Council BT2 8GD	Agent Name and Address:
<p>Executive Summary:</p> <p>The application seeks advertising consent for the erection of two signs to the east elevation of 9-21 Adelaide Street comprising the building name and BCC logo.</p> <p>The application site is identified in BMAP as within a Commercial District Designation CC 007 and also falls within the Linen Conservation Area.</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> • Impact upon amenity • Impact upon conservation area • 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>The proposal is considered compliant with all the relevant policy documents. The sign does not prejudice public safety. Transport NI has been consulted on the application and they have no objections to the proposal. The Conservation Area Office has no objection to the proposal.</p> <p><u>Recommendation</u> Grant Consent</p>	

Case Officer Report

Site Location Plan



Characteristics of the Site and Area

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|-----|--|
| 1.0 | Description of Proposed Development
Advertisement consent is sought for two signs which will be erected externally to the east elevation (main entrance) of 9-21 Adelaide Street. The '9 Adelaide' sign is made up of individual letters which measure approx. 200x300mm (per letter). The sign will be fixed to the building stonework using 25mm studs. The 'Belfast City Council' logo sign measures approximately 2.3m (width) x 0.8 (height). It will a brushed stainless steel finish in which the lettering and logo will be recessed and coloured black. |
| 2.0 | Description of Site.
The site is located between Franklin Street and Donegall Square Mews and fronts onto Adelaide Street. A 9 storey flat roof building with a 10 storey corner feature at the junction of Adelaide Street and Franklin Street and two smaller plant storeys on the roof. The building is an office block faced in framed curtain walling with horizontal bands of spandrel panels. It is located within Linenhall Conservation Area. |

Planning Assessment of Policy and other Material Considerations	
3.0	Relevant Planning History Z/2014/1398/F – 9-21 Adelaide Street, Belfast, Demolition of existing building and erection of a new 9 no. storey office development Permission granted 2015 Z/2014/1389/DCA – 9-21 Adelaide Street – demolition of a vacant and derelict nine storey office building – permission granted 2015
4.0	Policy Framework
4.1	Designation CC 007 – Commercial District Linen Conservation Area
4.2	Belfast Metropolitan Area Plan (BMAP) 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Statement 17: Control of Outdoor Advertisements Policy AD 1: Amenity and Public Safety Planning Policy Statement 6: Planning, Archaeology and the Built Environment. Policy BH 13: The Control of Advertisements in a Conservation Area.
5.0	Statutory Consultee Responses
5.1	Transport NI – No objection to the proposal
6.0	Representations
6.1	N/A
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	As the application falls within the Linen Conservation Area Policy BH 13 is also applicable. Its states consent will only be given to an advertisement where it will not adversely affect the character, appearance or setting of the conservation area and that it would not be detrimental to public safety.
7.3	Advertisement consent is sought for two signs which will be erected externally to the east elevation (main entrance) of 9-21 Adelaide Street. The '9 Adelaide' sign is made up of individual letters which measure approx. 200x300mm (per letter). The sign will be fixed to the building stonework using 25mm studs. The 'Belfast City Council' logo sign measures approx. 2.3m x 0.8. It will be a brushed stainless steel finish in which the lettering and logo will be recessed and coloured black.
7.4	The size, position and design of advertisements on the application site are considered acceptable and in accordance with PPS17. The scale, proportions and dominance of the advertisements are respectable to the built form and will not result in clutter.
7.5	The proposed signs are of a reasonable scale, location and position to the host building. They sit within the architectural framework of the building. The design and materials are considered acceptable given that they will not impact the appearance of the building that they are to be placed on. The proposal is considered compliant with PPS17.
7.6	The conservation area officer was consulted and has no objection to the proposed signage. The proposed signage compliments the modern style of the building and does not detract from the appearance, setting or character of the conservation area. This is compliant with

	policy BH 13.
7.7	The sign does not prejudice public safety. Transport NI have been consulted on the application and they have no objections to the proposal
8.0	Summary of Recommendation: Grant Consent
8.1	Having regard to the policy context and other material considerations above, the proposal is considered acceptable and advertisement consent is recommended subject to the following condition.
9.0	Conditions
9.1	<ol style="list-style-type: none"> 1. The sign shall be erected in the position shown on the approved plan 02A date stamped 23rd November 2016. <p style="text-align: center;">Reason: In the interests of road safety and the convenience of road users</p>