

Committee Application

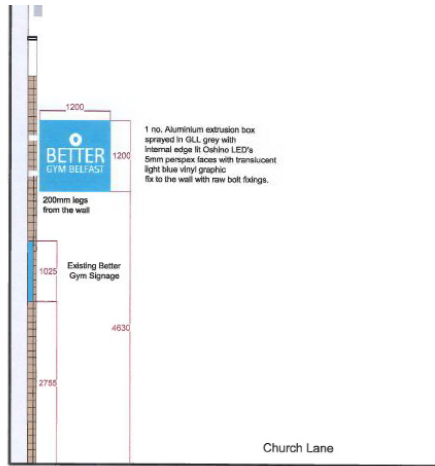
Development Management Report	
Application ID: LA04/2018/1290/A	Date of Committee: 14 August 2018
Proposal: Projecting sign	Location: 14A Hi-Park Church Lane Belfast
Referral Route: Belfast City Council related application	
Recommendation:	Approval
Applicant Name and Address: Greenwich Leisure Ltd. 100 Shankill Road Belfast BT13 2BD	Agent Name and Address: Samuel Stevenson and Sons 4 Greenwood Avenue Belfast BT4 3HR
Executive Summary: Advertisement Consent is sought for a projecting sign at first floor level of an established gym. The key issues in assessment of the proposed development include: <ul style="list-style-type: none">• Whether the proposal is sympathetic to the Conservation Area• Whether the proposal respects amenity, when assessed in the context of the general characteristics of the locality; and• Whether the proposal prejudices public safety The site is located within the city development limits for Belfast as designated within the Draft Belfast Metropolitan Area Plan 2004. It falls within the Primary Retail core and Belfast City Centre Conservation Area. DfI Roads was consulted and has no objection to the proposal. Recommendation It is recommended that the application is approved.	

Characteristics of the Site and Area

1.0 Description of Proposed Development

The application is for advertisement consent for a 1.2m by 1.2m projecting sign at first floor level of an existing gym.

1.1 Proposed Sign

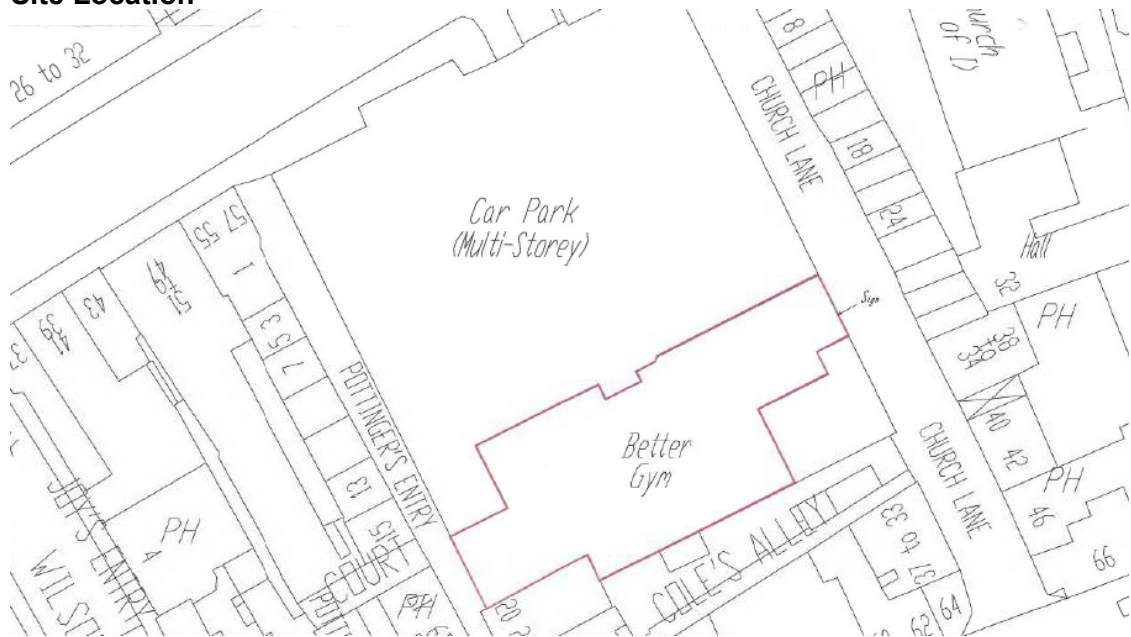


2.0 Description of Site

2.1 The site is located at 14A High Park, Church Lane, in Belfast City Centre. It consists of multi-storey car park building with retail units on the ground floor. It is within the City Centre Conservation Area and the Primary Retail Core. The character of the area consists of a pedestrianised thoroughfare with commercial outlets including bars and restaurants.

2.1

Site Location



Planning Assessment of Policy and other Material Considerations	
3.0	Site History LA04/2017/2048/F – 14c Hi-Park Centre, Church Lane - Change of use from shop unit to office. Erection of single storey boiler house and NIE switch room. Elevation changes – PENDING LA04/2016/0642/A – Hi-Park Centre, Church Lane - 4 no Shop signs - PERMISSION GRANTED 24.08.16 LA04/2016/0558/F - Hi Park Centre, High Street - Change of use from retail to gymnasium, alteration to external fabric of the building and provision of cycle storage - PERMISSION GRANTED 24.08.2016 Z/2014/1082/A - Former In Shops Shopping Centre, 71-72 High Street - 2no projecting signs and 1no fascia sign - PERMISSION GRANTED 04.11.2014
4.0	Policy Framework
4.1	BUAP 2001 Draft Belfast Metropolitan Area Plan 2004 Version of Belfast Metropolitan Area Plan published 03.09.14 Strategic Planning Policy Statement (SPPS) Planning Policy Statement 6: Planning, Archaeology and the Built Heritage Planning Policy Statement 17: Control of Outdoor Advertisements
5.0	Statutory Consultees Responses
5.1	None
6.0	Non Statutory Consultees Responses
6.3	Dfl Roads – no objection
7.0	Representations
7.1	No comments have been received.
8.0	Other Material Considerations
8.1	None
9.0	Assessment
9.1	<u>Plan Status/Relevant Policy/Constraints</u>
9.2	Following the recent Court of Appeal decision on BMAP, the extant development plan is now the BUAP. However, given the stage at which the Draft BMAP had reached pre-adoption through a period of independent examination, the policies within the version of BMAP purported to be adopted still carry weight and are a material consideration in the determination of planning applications. The weight to be afforded is a matter of judgement for the decision maker.

9.3	The site is within the development limit of Belfast as designated in both the BUAP and the draft BMAP. The site falls within the City Centre Conservation Area and the Primary Retail Core as designated in Draft BMAP.
9.4	The Strategic Planning Policy for Northern Ireland (SPPS) is a material consideration for all decisions on individual planning applications and provides general policy context. PPS6 and PPS17 also provide relevant policy guidance.
9.5	<p><u>SPPS</u></p> <p>With regard to the Control of Outdoor Advertisements, the SPPS states that care must be taken to ensure that all proposals will not detract from the place where advertising is to be displayed or its surroundings. In particular, it is important to prevent clutter, to adequately control signs involving illumination and to protect features such as listed buildings, and conservation areas from the potential adverse effects of advertising. The subject matter of advertising is not normally a material planning consideration.</p>
9.6	<p><u>Impact on Conservation Area</u></p> <p>PPS 6 Policy BH 13 relates to the Control of Advertisements in a Conservation Area. The Department will not normally grant consent for the display of advertisements in or close to a conservation area which would adversely affect the character, appearance or setting of the area or which would be detrimental to public safety.</p>
9.7	The Church Lane elevation of Hi-Park consists of retail units at ground and first floor level with open parking at second, third and roof levels. The main pedestrian entrance to the multi-storey car park consists of a 2-story rectangular concrete arch, with car park signage a fascia level and glazing above. The gymnasium is located on the left hand side of the main car park entrance. It consists of a shop front unit at ground level and glazing at first floor level with fascia level signage. The unit to the left of the gym entrance is part of the gym and consists of glazing at ground floor level.
9.8	The proposed projecting sign is a 1.2m x 1.2m and 0.2m wide, internally laminated aluminium extrusion box. It is to be positioned at first floor level above the glazed gym unit, 4.6m above ground level.
9.9	The commercial character of Church Lane is reflected in various shop front signage designs. There are some signage features at first floor level including barbers poles, flags and banners. The Belfast City Centre CA guide states that shop front signage should be at fascia level to ensure upper floors are free of obscuring elements and to prevent visual clutter. However, given that the Hi-Park building is of non-traditional design and of a large scale it is not considered that first floor level signage would impact upon the character of the area. Additionally, there is a first floor level Lidl projecting sign on the unit to the right hand side of the main entrance and the proposed sign would appear balanced and symmetrical with this. It is therefore considered that the proposal will not adversely impact upon the character of the Conservation Area and is broadly compliant with BH13.
9.10	<p><u>Policy AD1 – Amenity and Public Safety</u></p> <p>Policy AD1 states:</p> <p style="text-align: center;"><i>Consent will be given for the display of an advertisement where:</i></p>

<p>9.11</p> <p>9.12</p> <p>9.13</p>	<p>(i) <i>it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></p> <p>(ii) <i>it does not prejudice public safety.</i></p> <p><u>Impact on Character of the Area</u></p> <p>As above, given the commercial nature of Church Lane and the scale and design of the Hi-Park multi-storey building, it is not considered that the proposal will be out of character and that it will respect local amenity.</p> <p><u>Impact on Public Safety</u></p> <p>Transport NI was consulted with regard to potential of the signage distracting drivers. It has no objection to the proposal subject to a condition relating to illumination level.</p> <p><u>Recommendation</u></p> <p>Based on the above assessment the proposed signage is considered to respect amenity and will not impact on the character of the Conservation Area. Approval recommended.</p>
<p>10.0</p>	<p>Summary of Recommendation: Approval</p>
<p>11.0</p>	<p>Conditions</p> <p>1. The fascia signage hereby approved shall be installed in accordance with Approved Drawing 01, date stamped 09.05.18.</p> <p>Reason: In the interests of visual amenity.</p> <p>2. 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 interests of visual amenity, road safety and convenience of road users.</p>
<p>Notification to Department (if relevant)</p> <p>N/A</p>	
<p>Representations from Elected members:</p> <p>N/A</p>	