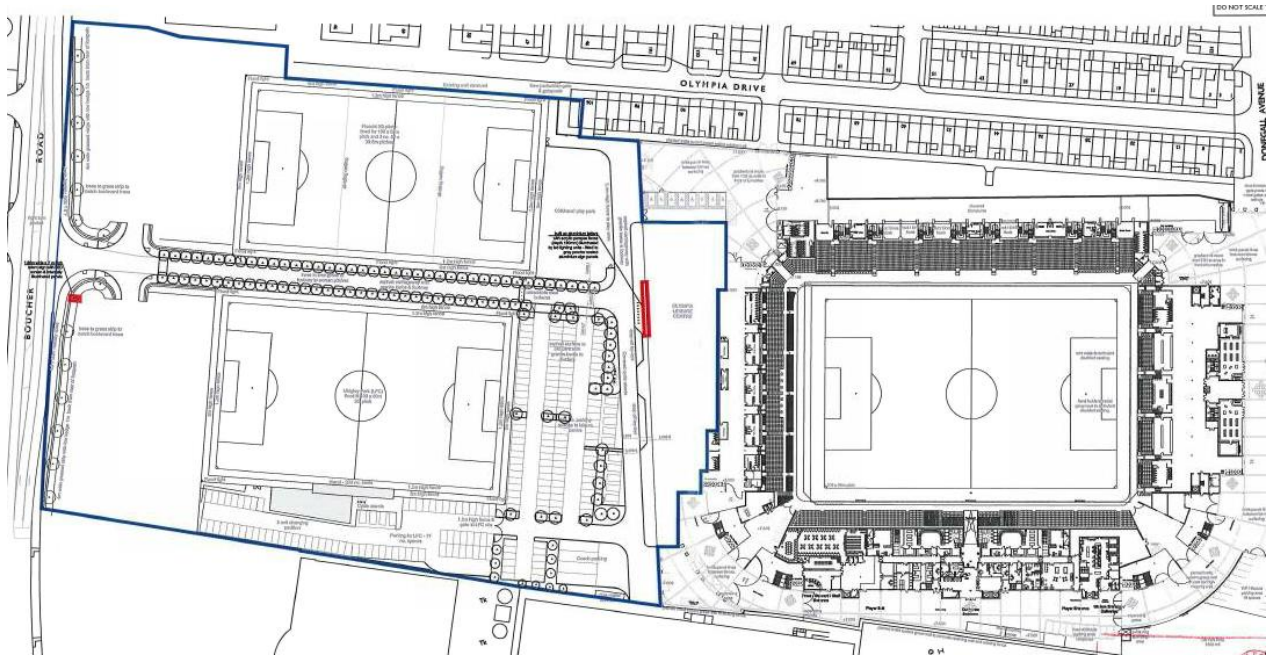


# Development Management Report Committee Application

<b>Summary</b>	
<b>Application ID:</b> LA04/2018/1050/A	<b>Date of Committee:</b> 15 October 2019
<b>Proposal:</b> 7m high totem sign to include externally illuminated static panel and sign boxes to site entrance and 18m x 3.5m high name sign with self-illuminated lettering fixed to building elevation (amended description) (Retrospective)	<b>Location:</b> Boucher Road adjacent to lands at Olympia Leisure Centre Belfast
<b>Referral Route:</b> Belfast City Council Application	
<b>Recommendation:</b>	Approval
<b>Applicant Name and Address:</b>  Belfast City Council, Property & Projects 9-21 Adelaide Street Belfast BT2 8DJ	<b>Agent:</b>  Hamilton Architects Hamilton House 3 Joy Street Belfast
<b>Executive Summary:</b>  Advertisement Consent (Retrospective) is sought for a totem sign at the entrance into Olympia Leisure Centre and for a large name sign on the building fascia. The totem is positioned at the entrance into the leisure centre on lands that are to be redeveloped in the future therefore only temporary approval is required for that part of the signage application.  The key issues in assessment of the proposed development include: <ul style="list-style-type: none"> <li>• If the proposal respects amenity, when assessed in the context of the general characteristics of the locality; and</li> <li>• That the proposal does not prejudice public safety</li> </ul> The site is located within the settlement development limits for Belfast as designated and is identified as an Area of Existing Open Space within the BUAP and Draft Belfast Metropolitan Area Plan.  DfI Roads was consulted and has no objections to the proposal.  <b>Recommendation</b> It is recommended that advertisement consent is granted subject to a condition that the totem sign be removed after a period of 2 years from the date of the decision. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.	

## Case Officer Report

### Site Location Plan



### Characteristics of the Site and Area

#### 1.0 Description of Proposed Development

1.1 Advertisement Consent is sought for a 7m high totem sign at the entrance into Olympia Leisure Centre and for a large name sign on the building fascia. The totem is to contain 4 panels indicating the location of the Olympia Leisure Centre, Windsor Park Stadium and Midgley Park. One static panel is to be positioned at the top of the totem with 3 box signs below. The totem will be externally illuminated utilising recessed uplighters set into the ground. The main external fascia sign to the leisure centre building comprises 3D LED illuminated aluminium letters spelling out Olympia.

#### 2.0 Description of Site

2.1 The site is located at Olympia Leisure Centre on lands off Boucher Road and south of Olympia Drive. The totem sign is to be positioned at the Boucher Road entrance. The fascia sign will be attached to the main façade of the leisure centre building.

### Planning Assessment of Policy and other Material Considerations

#### 3.0 Site History

3.1 Z/2014/0587/O Lands at Olympia Leisure Centre, Boucher Road, Belfast, BT12 6HR, A masterplan for the redevelopment/regeneration of the Olympia Leisure complex comprising the demolition of the existing Olympia Leisure Centre and the redevelopment of: 2no 3G playing fields (with associated spectator stand and changing facilities); a children's play area: car parking; extension of existing access to new leisure facilities (in west stand of the National Football Stadium); floodlighting: landscaping and boundary treatments; hotel and commercial units.

3.2	Z/2014/0594/F Lands at Olympia Leisure Centre, Boucher Road, Belfast, BT12 6HR, Redevelopment / regeneration of the Olympia Leisure Complex comprising of the demolition of the existing Olympia Leisure Centre and the development of: 2no. 3G playing fields (with associated spectator stand and changing facilities): a children's play area: relocation of the car parking, extension of existing access to serve new leisure facilities approved in west stand of National Football Stadium under Z/2013/1437/F: floodlighting: landscaping and boundary treatments. (Amended description)
<b>4.0</b>	<b>Policy Framework</b>
4.1	BUAP 2001 Draft Belfast Metropolitan Area Plan 2004 Draft Belfast Metropolitan Area Plan 2015 (purported to be adopted) Strategic Planning Policy Statement (SPPS) Planning Policy Statement 17: Control of Outdoor Advertisements
<b>5.0</b>	<b>Statutory Consultees Responses</b>
5.1	None
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.3	DfI Roads – no objection
<b>7.0</b>	<b>Representations</b>
7.1	No comments have been received.
<b>8.0</b>	<b>Other Material Considerations</b>
8.1	None
<b>9.0</b>	<b>Assessment</b>
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 and is identified as existing open space/recreation lands.
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. PPS17 also provides relevant policy guidance.  <u>SPPS</u>

9.5	<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>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 style="margin-left: 40px;">(i) <i>it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></p> <p style="margin-left: 40px;">(ii) <i>it does not prejudice public safety.</i></p>
9.7	<p><u>Impact on Character of the Area</u></p> <p>The fascia sign is a significantly large 18.5 x 3.5m name sign however the building upon which it is to be positioned is set back some 200m from the Boucher Road, and the host building itself is of a scale which can adequately absorb such a large sign without it dominating the façade. The upper part of the building to which the sign will be affixed is itself 80m in length. Given the scale of the host building coupled with the setback from the road it is considered that the fascia sign is acceptable and respects both the host building and its context.</p>
9.8	<p>PPS17 provides design guidelines for outdoor advertisements. With respect to signs on commercial premises fascia signs should be of an appropriate size, and sited and designed to harmonise with the façade of the building; it is considered the proposed fascia name sign accords with this guidance.</p>
9.9	<p>The Guidance advises that totem type signage may result in visual intrusion and be dominant over long distances. The guidance advises that such signs should not significantly exceed surrounding building heights and that illumination should generally be restricted to the sign lettering and logo.</p>
9.10	<p>Both signs are in situ. The totem is 7m high; the Boucher Road is characterised by numerous totem signs associated with Car Showrooms and Retail Parks therefore the type of sign is considered acceptable. The majority of totems along the road range between 5 and 6m in height and do not contain LED panels. The totem in situ has 1.6m x 1.28m LED screen positioned at the top; it is considered that an LED screen of this size and positioned to a height of 6.8m is not acceptable and would result in visual intrusion and dominance over a long distance. Whilst totems are representative along the route Digital LED screens are not characteristic of the Boucher Road and the attachment of an LED screen to the totem is not considered acceptable.</p>
9.11	<p>Amended plans were submitted with the application to address this concern and removed reference to the LED screen showing a bland static panel. The screen on top of the sign will be covered over and will not be used as an LED screen. A condition is recommended to this effect.</p>
9.12	<p>Additionally, consent for the totem is only sought for a 2 year period which will prevent it from becoming a permanent feature without further consideration. The temporary nature is due to the totems position on a site which is to come forward for redevelopment.</p>

<p>9.13</p> <p>9.12</p> <p>9.13</p>	<p>Based on the above assessment, the proposed fascia and the temporary totem signs are considered to be compliant with AD1(i)</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. The signage is considered to be compliant with PPS17 Policy AD1 (ii).</p> <p><u>Recommendation</u></p> <p>It is considered that the proposed fascia sign is acceptable and that the totem is acceptable on a temporary basis. Approval is therefore recommended subject to conditions.</p>
<p><b>10.0</b></p>	<p><b>Summary of Recommendation:</b> It is recommended that advertisement consent is granted subject to conditions. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.</p>
<p><b>11.0</b></p>	<p><b>Conditions</b></p> <ol style="list-style-type: none"> <li>1. The advertising as positioned on Drawing 01 date stamped 23 April 2019 is granted under Part 11 (2) (C) of The Planning (Control of Advertisements) Regulations (Northern Ireland) 2015</li> </ol> <p>Reason: This is a retrospective application.</p> <ol style="list-style-type: none"> <li>2. The approval of the Totem Sign, as shown on Drawing 01 date stamped 23 April 2019 and Drawing 04 date stamped 26 September 2019, is temporary for a period of 2 years from the date of approval of this application. Immediately upon the expiration of the 2 year period from the approval of this application, the signage and any associated fittings must be removed and the site reverted to its current condition.</li> </ol> <p>Reason: In the interests of visual amenity and to allow further consideration of circumstances prevailing at that time.</p> <ol style="list-style-type: none"> <li>3. The totem sign approved and all panels attached to same shall be illuminated by means of external illumination only as detailed on Drawing No. 04 date stamped received 26 September 2019.</li> </ol> <p>Reason: In the interests of visual amenity.</p> <ol style="list-style-type: none"> <li>4. The uppermost LED panel on the existing totem shall be covered over within a period of 3 months from the date of this decision.</li> </ol> <p>Reason: In the interests of visual amenity.</p> <ol style="list-style-type: none"> <li>5. The degree of illumination of the signs must comply with the Institution of Lighting Professionals guidance PLG05, 'The Brightness of Illuminated Advertisements'</li> </ol> <p>Reason: In the interests of visual amenity, road safety and convenience of road users.</p>

**Notification to Department (if relevant)**

Not required.

**Representations from Elected members:**

None

**Drawings: -**

- 01 Site Location Plan
- 02 Proposed Site Plan
- 03 Proposed Name Sign
- 04 Proposed Totem Sign