

Derry City and Strabane District Council Planning Committee Report

COMMITTEE DATE: 25th March 2019

APPLICATION No: LA11/2018/1150/A

DATE OF APPLICATION: 28th November 2018

APPLICATION TYPE: Advertisement

PROPOSAL: 1 no. free standing advertising sign at 45 degree angle to the road and 1 no. wall mounted advertising sign on the buildings front elevation.

LOCATION: Diamond Centre, Baranailt Rd, Claudy, Co.Derry, BT47 4EA

APPLICANT: Derry City and Strabane District Council

AGENT: None

RECOMMENDATION: Approve

REASON FOR PRESENTATION TO COMMITTEE: Council application.

All planning application forms, drawings, consultation responses, letters etc. relating to this planning application are available to view on www.planningni.gov.uk

1. Description of Proposed Development

The proposal is for advertisement consent for 1 no. free standing advertising sign at a 45 degree angle to the road and 1 no. wall mounted advertising sign on the buildings front elevation. The free standing sign is doubled sided and will be located approx. 6m from the road verge in the grassed area of the site. It will be situated approx. 1040 mm above ground level and its proposed dimensions are 3000mm long by 1500mm wide. The wall mounted sign will be fixed to the front elevation wall of the building and the dimensions proposed are 1500mm long by 1100mm wide.

Both signs proposed will be aluminum composite panel signs, they will be blue in colour with white lettering and symbols, vinyl lettering will be applied to the face of the panel and graphics will be digitally printed onto the signs. – See Figure 3 (Signage details).

2. E.I.A Determination

The proposal is not EIA Development.

3. HRA

The potential impact of this proposal on Special Protection Areas, Special Areas of Conservation and Ramsar sites has been assessed in accordance with the requirements of Regulation 43 (1) of the Conservation (Natural Habitats, etc.) Regulations (Northern Ireland) 1995 (as amended). The proposal would not be likely to have a significant effect on the features of any European site.

4. Site and Surroundings

The site is within the development limits of Claudy, as defined in the Derry Area Plan 2011. The diamond centre is an existing community centre in Claudy. The signs proposed are to be located at the entrance to the diamond centre behind the boundary fence and fixed along the front elevation of the building. The proposed free standing sign is directly opposite No.621 Baranait Road – see Figure 1 and 2 below. The site has no other specific zonings or designations within the plan.

Figure 1 – Site location Plan



Figure 2- Block Plan



Figure 3 – Proposed Signage Details



THE DIAMOND CENTRE

You are welcome to use our facilities

Meeting Rooms

Fitness Classes

Sports Hall

Fitness Suite

Older People's Luncheon Club

Meals on Wheels

Citizens Advice

6. Neighbour Notification

Advertisement consents do not require Neighbour Notification.

7. Representations

No representations received.

8. Planning History

A/2000/0259/F- Erection of Community Resource Centre and Sports Hall- Approved on 13/06/2000.

A/2004/0259/F- Proposed play area which will include raised water/sand beds, circular frame, swings, play frame etc, built on an impact protection tile – Approved 8/12/2004.

9. Consultations

DFI Roads have been consulted due to the proposed free standing sign in close proximity to the entrance. DFI Roads recommend approval for these proposed advertisement signs subject to standard conditions and informatives.

10. Planning Policy Framework

The advertisement is assessed under the following planning policy.

SPPS – Strategic Planning Policy Statement (NI) 2015

Derry Area Plan 2011

PPS 3 Access, Movement and Parking

PPS 17 Control of Outdoor Advertisements. – Policy AD 1 Amenity and Public Safety

11. Planning Assessment & Other Material Considerations

Section 6 (4) of The Planning Act (Northern Ireland) 2011 requires the Council to make planning decisions in accordance with the local development plan, unless material considerations indicate otherwise.

Section 3 (1) of The Planning (Control of Advertisements) Regulations (Northern Ireland) 2015 requires the Council to make planning decisions in accordance with the local development plan as far as they are material, and any other relevant factors.

'Strategic Planning Policy Statement for Northern Ireland' - Planning for Sustainable Development (known as SPPS)

The SPPS is a material consideration and is the context by which planning applications will be assessed and determined. The SPPS provides advice on the control of advertising and acknowledges that adverts can contribute to a vibrant and competitive economy. All advertisements affect the character and appearance of the building or place where they are displayed. Given the potential impact of outdoor advertising on amenity, both positive and negative, there is a need to balance the requirements of the industry with the protection and, where possible enhancement of the character and appearance of our cities, towns and villages. There is a corresponding need to ensure that advertisements will not prejudice public safety.

Planning Policy Statement 3 – Access, Movement and Parking

This PPS sets out the planning policies for vehicular and pedestrian access, transport assessment, the protection of transport routes and parking. It forms an important element in the integration of transport and land use planning.

Planning Policy Statement 17 – Control of Outdoor Advertisements

This PPS sets out the planning policy and guidance for the control of outdoor advertisements. It complements the Government's commitment to securing a competitive economy whilst affording appropriate protection to amenity and public safety including road safety. The policy objectives are to ensure that outdoor advertisements respect amenity and do not prejudice public safety and help everyone involved in the display of outdoor advertisements to contribute positively to the appearance of a well-cared for and attractive environment in our cities, towns, villages and the countryside.

The policy aims to ensure that care is taken with the use of outdoor advertisements so that they do not prejudice amenity or public safety whilst still encouraging the provision of well-designed advertising which respects the building or location where it is displayed and which contributes to a quality environment.

Policy AD 1 deals with amenity and public safety. Consent will be given for the display

where:

- (i) It respects amenity, when assessed in the context of the general characteristics of the locality
- (ii) It does not prejudice public safety.

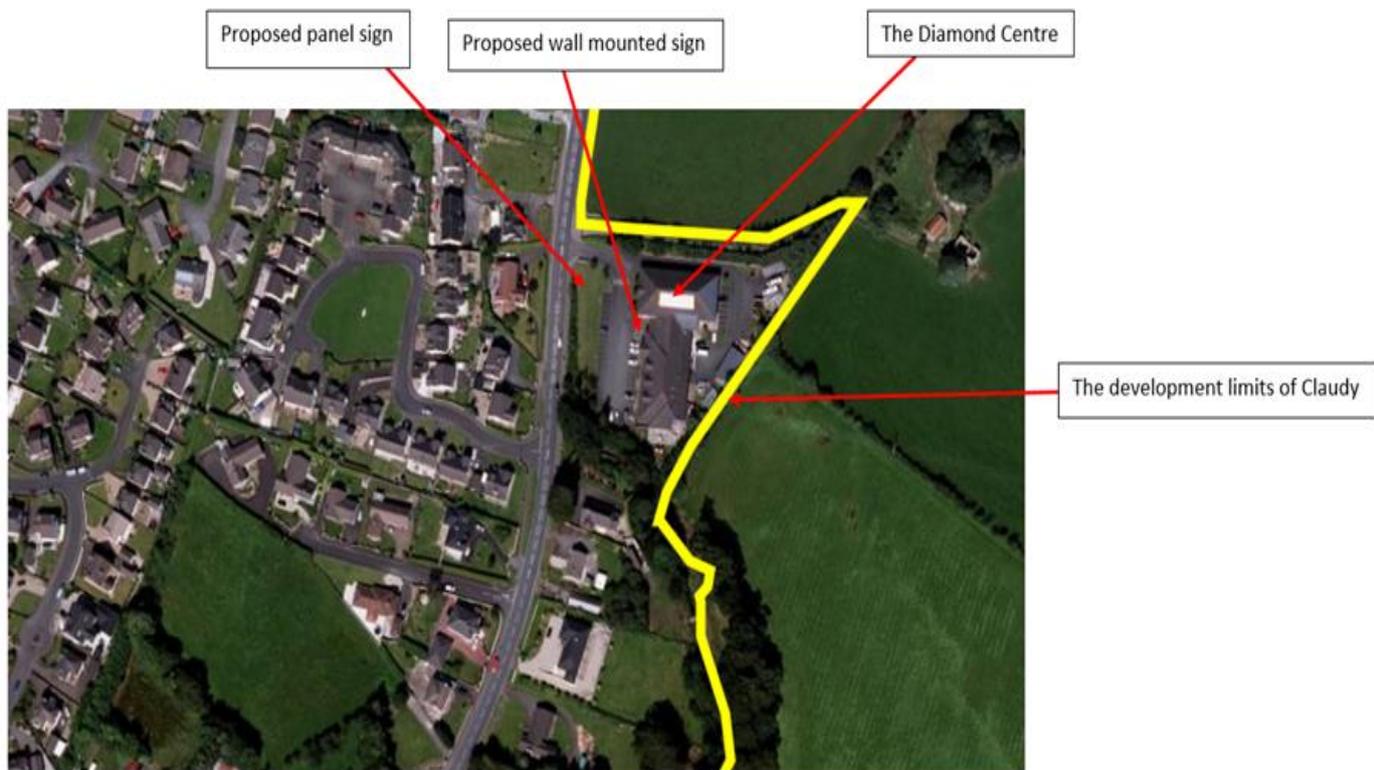
Amenity

In relation to advertisements the term amenity is usually understood to mean its effect upon the appearance of the building or structure or the immediate neighbourhood where it is displayed or its impact over long distance views. All advertisements affect the appearance of the building or place where they are displayed. Given the potential impact of outdoor advertising on amenity, both positive and negative, there is a need to balance the requirements of the industry with the protection and where possible enhancement of the character and appearance of our cities, towns and villages. Care must be taken to ensure that an advertisement will not detract from the place where it is to be displayed or its surroundings. In particular it is important to prevent clutter. A large number of advertisements on a building or along a road can create clutter and be disruptive to the appearance and character of an area.

The site is at the edge of the development limits of Claudy – See Figure 4 below. The surrounding area is predominantly residential characterised by a mix of houses to the west and south and agricultural land to north and east. Residential properties are located opposite and the south of the site, the only access to the community centre is of Baranailt Road. There are no other existing signs advertising the community centre at this location. The proposed free standing sign will be visible when travelling in both directions along Baranailt Road and when entering and leaving the community centre, the sign will indicate the facilities that the centre provides. The proposed signage would be of a standard design, the proposals are relatively modest in size and scale and would not have a negative impact on the appearance of the community centre or the surrounding area.

I am satisfied that the proposed signage would contribute positively to the site and not create clutter or appear unduly prominent. As these signs are within a long established community centre, it respects amenity when assessed in the context of the general characteristics of the locality, as such there will be no negative impact on amenity and therefore is in compliance with part (i) of Policy AD 1.

Figure 4 – Site Context



Public Safety

Part (ii) of Policy AD 1 refers to Public Safety. Advertisements by their very nature are designed to attract the attention of passers-by and therefore have the potential to impact on public safety. Inappropriate outdoor advertising has the potential to impact significantly on road safety. In assessing the impact of an advertisement on public safety, the Planning Authority will have regard to its effect upon the safe use and operation of any form of traffic or transport.

The vital consideration for the Planning Authority in assessing the impact of advertisements on public safety will be whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity, be they drivers, cyclists or pedestrians. DFI Roads have been consulted and have no objections to approval being granted to this application subject to conditions and informatives. Overall due to the design and set back of the proposed signs from the main road it's considered the proposal meets part (ii) of Policy AD1 of PPS 17 and as such public safety will be maintained and there will be minimal distraction to road users. In addition the proposal also respects PPS 3 as it will not prejudice road safety or significantly inconvenience the flow of traffic.

12. Conclusion

Having considered all material considerations, including the development plan, relevant planning policies and consultation responses it is recommended to approve this advertisement consent. Overall the proposal is found to comply with PPS 17 Control of Outdoor Advertisements in that it respects amenity when assessed in the context of the general characteristics of the locality and it does not prejudice public safety. The design, scale and massing of the signs is considered suitable for the existing site. It is therefore considered this proposal is acceptable and that the consent be granted, subject to conditions.

13. Conditions

1. The development shall be carried out in accordance with the stamped approved Drawings, Number's 05 bearing the date stamp 8th February 2019, 01 Rev 1 bearing the date stamp 11th March 2018 and 03 and 04 bearing the date stamp 28th November 2018

Reason: To ensure the development is carried out in accordance with the approved

2. The signs hereby approved shall be erected in the position shown on the stamped approved Drawings Number's 05 bearing the date stamp 8th February 2019 and 04 bearing the date stamp 28th November 2018

Reason: In the interests of road safety and the convenience of road users.