



Planning Committee Report LA01/2018/1575/A	DATE 27 March 2019
PLANNING COMMITTEE	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Protecting and Enhancing our Environment and Assets
Outcome	Pro-active decision making which protects the natural features, characteristics and integrity of the Borough
Lead Officer	Development Management & Enforcement Manager
Cost: (If applicable)	N/A

<u>No:</u>	LA01/2018/1575/A	<u>Ward:</u>	Portstewart
<u>App Type:</u>	Advertisement Consent		
<u>Address:</u>	Sea Wall, adjacent to the playground area and opposite 9 The Crescent, Portstewart.		
<u>Proposal:</u>	Painted Lettering on Existing Seawall.		
<u>Con Area:</u>	N/A	<u>Valid Date:</u>	31st December 2018
<u>Listed Building Grade:</u>	N/A		
Agent: Ivan McClean, 64 Old Portglenone Road, Ahoghill, BT42 1LQ			
Applicant: Mr. Gardiner Logan			
Objections: 0	Petitions of Objection: 0		
Support: 0	Petitions of Support: 0		

Drawings and additional information are available to view on the Planning Portal- www.planningni.gov.uk

1 RECOMMENDATION

- 1.1 That the Committee has taken into consideration and agrees with the reasons for the recommendation set out in section 9 and the policies and guidance in sections 7 and 8 and resolves to grant **CONSENT** for the advertisement application subject to the conditions set out in section 10.

2 SITE LOCATION & DESCRIPTION

- 2.1 The site is located at the southwest area adjacent to the playground area, opposite 9 The Crescent, Portstewart. The proposed signage is to be situated on an existing seawall, facing onto the sea. The surrounding area contains residential properties, a restaurant, a school, a religious building, the town hall, car parking facilities and a public playground. These properties are a mix of single story, two storey and three storey buildings with varying design styles. The seawall which this advertisement is for, is constructed from concrete
- 2.2 The site is designated within the Northern Area Plan 2016 as being an area of archaeological potential

3 RELEVANT HISTORY

- 3.1 There is no recent relevant planning history pertaining to the site.

4 THE APPLICATION

- 4.1 Advertising consent is sought for a sign, comprised of painted lettering on the sea wall in Portstewart to the southwest of the playground, facing out onto the sea. The painted lettering is split into three sections, the first section on the left contains two lines of lettering, one below the other. The two lines of lettering as a whole, have a combined height of approximately 1.4m and an

overall width of approximately 10m. The top line of lettering contains letters measuring approximately 0.4m in height saying, "THE SEA IS HIS AND HE MADE IT", and the bottom line contains lettering that measures approximately 0.3m in height saying, "PSALMS 95:5".

- 4.2 The second section of the proposed advertisement, located in the middle, also contains two lines of lettering one below the other. The combined height of the two lines of text is approximately 1.4m and the full text width is approximately 21.4m. The top line of lettering contains letters measuring approximately 0.8m in height saying, "ETERNITY? YE MUST BE BORN AGAIN.", and the bottom line contains lettering measuring approximately 0.3m in height saying, "JOHN 3:7".
- 4.3 The final section of the proposed advertisement, located to the right, contains two lines of lettering, one below the other. The two lines of lettering as a whole, have a combined height of approximately 1.4m and the full text width is approximately 11.9m. The top line of lettering contains letters measuring approximately 1.4m in height saying, "CHRIST DIED FOR US.", and the bottom line contains lettering measuring approximately 0.3m in height saying, "ROMAN 5:8".
- 4.4 The proposed signage located on the sea wall faces onto the sea at Portstewart and will only be partially visible from some of the residential buildings, the school and the public walkway along this area of the coast. The proposal will not be visible from any major public viewpoints. There is a variety of other advertisements along the promenade in Portstewart. The existing advertising in the area coupled with the location and size of the proposal means that it will not impact the character and appearance of the area.
- 4.5 The sign will only be visible from the southwest, with some of the views hindered by the existing boundary treatments in the area, namely the wall and railings located to the south of the site/north of The Crescent.

5.0 PUBLICITY & CONSULTATIONS

5.1 External

There are no objections to the proposal.

5.2 Internal

DFI Roads, was consulted in relation to the signage scheme on 14/01/2019. DFI Roads, responded to the consultation on 15/01/2019 and stated that they had no objections to the proposal.

Historic Environment Division, was consulted in relation to the signage scheme on 14/01/2019. HED, responded to the consultation on 15/01/2019 and stated that they had no objections to the proposal.

MATERIAL CONSIDERATIONS

- 6.1 Article 3 (1) of the, The Planning (Control of Advertisements) Regulations (Northern Ireland) 2015 requires a Council to exercise its powers under the regulations only in the interests of amenity and public safety, taking into account the provisions of the local development plan, so far as they are material; and any other relevant factors.
- 6.2 The development plan is:
Northern Area Plan 2016 (NAP)
- 6.3 The Regional Development Strategy (RDS) is a material consideration.
- 6.4 The Strategic Planning Policy Statement for Northern Ireland (SPPS) is a material consideration. As set out in the SPPS, until such times as a new local plan strategy is adopted, councils will apply specified retained operational policies.
- 6.5 Due weight should be given to the development plan.
- 6.6 All material considerations and any policy conflicts are identified in the "Considerations and Assessment" section of the report.

7.0 RELEVANT POLICIES & GUIDANCE

The Northern Area Plan 2016

Strategic Planning Policy Statement (SPPS)

PPS 17: Control of Outdoor Advertisements

PPS 6: Planning, Archaeology and the Built Heritage

8.0 CONSIDERATIONS & ASSESSMENT

- 8.1 The main considerations in the determination of this application relate to the principle and visual impact; impact on listed buildings and archaeology and; road safety.

Planning Policy

- 8.2 The site lies within the development limit of Portstewart, and is sited within an area zoned as an area of archaeological potential. The site is outside the town centre area of Portstewart.
- 8.3 The principle of the type and scale of development proposed must be considered having regard to the SPPS and PPS policy documents specified above.
- 8.4 The immediate area is of a mixed use and is characterised by residential dwellings, restaurants, a school, a religious building, the town hall, car parking facilities and a public playground. However, due to the type and siting of the signage, it will only be visible to the southwest of the site.

Principle and Visual Impact

- 8.5 Policy AD1 of PPS 17 states that consent will be given for the display of an advertisement where it respects amenity and public safety, when assessed in the context of the general characteristics of the locality. This is complemented by the SPPS which states the main considerations when considering a

scheme for signage is visual amenity, public safety and road safety. This proposal will have no detrimental impact on public safety.

- 8.6 The Strategic Planning Policy Statement for Northern Ireland (SPPS) (Paragraphs 6.52-6.60) applies to the proposed signage. The policy states that all advertisements should not affect the character and appearance of the building or location where they will be displayed. Any proposed signage should enhance the character and appearance of existing towns.
- 8.7 Previously there was similar wording on this wall that has faded over time; now being barely visible or apparent. Regard is had to this previous wording. It is considered that the proposed signage will not detract from the character and appearance of the Crescent due to the design, positioning and low level of visibility. The signage is subordinate.
- 8.8 The sign will have a low level of visibility as it is non-illuminated and the signage will only be visible to the southwest, from some of the residential buildings, the school and the public walkway along this area of the coast. Due to the proposed signage facing outwards to the sea, it will not be prominent from any major public viewpoints. The sign is located in a mixed use area. The promenade is located nearby and contains a number of different advertisement signs.
- 8.9 Having regard to the SPPS and Policy AD1, including the previous wording on this wall and the limited visual impact, it is considered that this proposal complies with both policies.

Impact on Listed Buildings and Archaeology

- 8.10 This proposal only involves lettering on a wall, so there will be no ground works or operational development. HED was consulted in relation to this application as the competent authority. HED has no objection to the proposal, stating, "HED Historic Monuments has assessed the application and on the basis of the information provided is content that the proposal is satisfactory to SPPS and PPS 6 archaeological policy requirements".

Road Safety

8.11 DFI Roads was consulted on this application as the competent authority on road safety and it raises no objection to the proposal.

9.0 CONCLUSION

9.1 The proposal is considered acceptable in this location having regard to the Northern Area Plan and all other material considerations. The signage will not be visible over long distances and will not detract from the visual amenity and character of the surrounding area. There are no objections from any consultee. Approval is recommended.

10. Conditions

1. The development hereby permitted shall be begun before the expiration of 5 years from the date of this permission.

Reason: As required by Section 61 of the Planning Act (Northern Ireland) 2011.

2. The sign shall be erected in the position shown on the approved plan, Drawing No.02, date stamped 27/12/2018.

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

Informatives

1. This approval does not apply to any signs or advertising material which the developer or occupier may wish to erect at the premises.
2. This approval does not dispense with the necessity of obtaining the permission of the owners of adjacent dwellings for the removal of or building on the party wall or boundary whether or not defined.
3. This permission does not alter or extinguish or otherwise affect any existing or valid right of way crossing, impinging or otherwise pertaining to these lands.
4. This permission does not confer title. It is the responsibility of the developer to ensure that he controls all the lands necessary to carry out the proposed development.

5. This determination relates to planning control only and does not cover any consent or approval which may be necessary to authorise the development under other prevailing legislation as may be administered by the Council or other statutory authority.

Site Location Plan

