



Planning Committee Report LA01/2017/0833/A	28th March 2018
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>	LA01/2017/0833/A	<u>Ward:</u>	Dungiven
<u>App Type:</u>	Advertisement Consent		
<u>Address:</u>	St Canice’s Dungiven GAC, Garvagh Road, Dungiven.		
<u>Proposal:</u>	Proposed mounted sign with LED screen incorporated in sign.		
<u>Con Area:</u>	N/A	<u>Valid Date:</u>	27th June 2018
<u>Listed Building Grade:</u>	N/A		
Agent:	Farren Architects, 447 Ballyquin Road, Dungiven, BT47 4LX		
Applicant:	St Canice’s Dungiven GAC.		
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 **REFUSE CONSENT** for the advertisement application subject to the reason set out in section 10.

2 SITE LOCATION & DESCRIPTION

The site comprises entrance gates and a carpark associated with, and ancillary to, St Canice's GAC, Garvagh Road, Dungiven. The western boundary of the site with the Garvagh Road is defined with a roughcast wall, ranging in height from approximately 0.4m to 2.5m, topped with metal railings on the lower sections and entrance pillars. The southern boundary of the site is defined by the rear elevation of the adjacent residential units. The eastern boundary is defined by the façade of the clubhouse building and a notional boundary formed in line with the front building line of the clubhouse. The northern boundary of the site is defined with a post and wire fence.

- 2.1 The clubhouse is a single storey, pitched roof detached building. Immediately to the south of the site is a large two storey block of flats. To the west of the site, across the road is a two storey detached dwelling and a large supermarket building with associated carpark and signage. The southern boundary of the site is approximately 23m from the Town Centre located to the South east. Views of the site entrance can be attained from approximately 207 metres north on the Garvagh Road. The site entrance is also visible from Main Street opposite the Garvagh Road/Main Street junction. The site falls, along with the Garvagh Road, from south to north.

- 2.2 The site is designated within the Northern Area Plan 2016 as being a Major Area of existing Open Space. The site is within an Area of Archaeological Potential.

3 RELEVANT HISTORY

LA01/2016/0423/A. 39 Station Road, Dungiven. Digital Sign. Consent Refused.

Planning Appeals

2016/A0132. 39 Station Road Dungiven. Digital sign. Appeal dismissed.

LA01/2017/0380/A. 39 Station Road, Dungiven. Proposed new Totem Sign with a low level LED Screen incorporated in sign. Consent Refused.

2017/A0173. 39 Station Road, Dungiven. Proposed new Totem Sign with a low level LED Screen incorporated in sign. Planning Appeal in progress.

- 3.1 There is no recent relevant planning history pertaining to the site. The proposal has many similarities with the proposed LED signage at 39 Station Road, Dungiven which has been refused consent twice, once unsuccessfully appealed, and has a current appeal in progress. Although concerning a totem sign associated with a filling station the applications and appeals pertaining to 39 station road highlight the difficulty of proposing digital signage which will be visible over long distances.

4 THE APPLICATION

- 4.1 Advertising Consent is sought for a sign, comprised of an LED screen, measuring 2.5m x 1.5m, supported by a two post steel powder coated section frame. The sign is proposed to be sited directly in front of the existing wall enclosing the gable of the adjacent apartments. The sign will face north toward the Garvagh Road. The highest part of the signage will be at 3.6m above ground level, 0.5m higher than the wall to the rear and significantly lower than the adjacent block of flats. The sign will neither directly face the block of flats nor the nearby two storey dwelling. The sign will be visible, approaching the site, from a northerly direction along the Garvagh Road for approximately 207m.

5.0 PUBLICITY & CONSULTATIONS

5.1 External

N/A

5.2 Internal

DFI Roads, was consulted in relation to the signage scheme on 26/7/2017. DFI Roads, responded to the consultation on 16/08/17 and stated that they had no objections to the proposed signage scheme subject to conditions and informatives.

Historic Environment Division, was consulted in relation to the signage scheme on 01/08/2017. HED, responded to the consultation on 17/08/17 and stated the following in relation to the proposal:

HED Historic Buildings has no comment to make, since the listed buildings in the locality are sufficiently removed as to remain unaffected by the application.

HED Historic Monuments 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.

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

PPS8: Open Space, Sport and Outdoor Recreation

8.0 CONSIDERATIONS & ASSESSMENT

- 8.1 The main considerations in the determination of this application relate to the design of the proposed sign in the context of the area visually. Other considerations are, will the proposed sign have any impact on visual amenity or public safety.

Principle of development

- 8.2 The site falls within the development limit of Dungiven and falls within a major area of existing open space. The site is outside the town centre area of Dungiven.
- 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, the subject recreation site, and commercial premises. However, due to the type of signage, it will be visible over a distance of 207m approaching the town centre along the Garvagh road.
- 8.5 There is existing signage on site. The existing signage on site consists of individual letter signage on the clubhouse and several small banners attached to the railings within the clubhouse carpark.

Impact on Amenity and Design

- 8.6 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 that visual amenity and public safety are the main considerations.
- 8.7 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. The proposed signage will detract from the character and appearance of Garvagh road on account of it being highly visible over long distances due to the type of sign (LED) proposed. The SPPS states that the main considerations with considering a scheme for signage is visual amenity, public safety and road safety.
- 8.8 Planning Policy Statement 8- Open Space, Sport and Outdoor Recreation applies to this scheme as the site falls within a major area of open space, designated as DESIGNATION CEEOS: TENNIS COURTS AND PLAYING FIELD. Policy OS1, Protection of Open Space applies to this scheme. The Council will not permit development that would result in the loss of existing open space or land zoned for the provision of open space. The presumption against the loss of existing open space will apply irrespective of its physical condition and appearance. The proposed signage scheme will not result in the loss of open space and is therefore in compliance with Policy OS1.

- 8.9 PPS17 makes specific reference to Pylon and Pole mounted signs, including totems, Annex A states that Pylon and pole mounted signs should be in scale with their surroundings and they should not significantly exceed surrounding building heights; They should not detract from the visual amenity or character of the surrounding area; They should not be sited adjacent to, and wherever possible should not directly face residential properties; and Illumination should generally be restricted to the sign lettering and logo. Paragraph 32 states, the height, size and levels of illumination of these signs may result in visual intrusion within the locality where they are situated. They can be extremely dominant over long distances and detract not only from the character and appearance of the area in which they are sited but also that of the area from which they are viewed. In addition where they are proposed close to residential properties they can be detrimental to amenities enjoyed by local residents.
- 8.10 The sign will be highly visible, approaching the site from a northerly direction along the Garvagh Road for approximately 207m. Due to the roadside location of the sign it will be directly in the line of sight to those travelling along the Garvagh Road on this approach. At night the illuminated panel would make the signage significantly more visible over a longer distance. This will be exacerbated during the winter period when background levels of light are lower and days are shorter. The sign will create a negative effect on visual amenity at one of the busiest, and heavily trafficked, areas within Dungiven.
- 8.11 The proposal will detract from the amenity and character of the area by virtue of its conspicuousness within the streetscape. Although the sign will appear in scale to its surroundings, the level of illumination will make it appear as a stark, prominent feature within the locality and this will be exacerbated by the considerable distance from which the signage will be visible.
- 8.12 The sign is located in a mixed use area to the north of a residential area. Given the alignment of Garvagh Road, the sign will be highly visible from the residential area and will negatively impact on it in terms of character.

8.13 Contrary to the guidance set out in Annex A of PPS17 the proposed signage would be extremely dominant over long distances and detract from the character and appearance of the surrounding area. Due to the type of signage proposed and the visibility of the proposed signage over long distances paragraph 32 supports the refusal of such a proposal.

Impact on public and Road Safety

8.14 There are no issues in regard to public safety. Transport NI have been consulted on the proposal and are content subject to conditions.

9.0 CONCLUSION

9.1 The proposal is considered unacceptable in this location having regard to the Northern Area Plan and all other material considerations. The signage will be visible over long distances and will detract from the visual amenity and character of the surrounding area. Refusal is recommended.

10 Refusal Reason:

10.1 The proposal is contrary to Paragraph 6.59 of the SPPS and Planning Policy Statement 17, Control of Outdoor Advertisements, Policy AD1, in that the proposed sign would if permitted, be visually intrusive and would fail to respect amenity when assessed in the context of the general characteristics of the locality.

Site Location Plan

