



**Causeway  
Coast & Glens  
Borough Council**

<b>Planning Committee Report LA01/2016/1382/A</b>	<b>25 October 2017</b>
<b>PLANNING COMMITTEE</b>	

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

**Coleraine Rugby Club, 1 Rugby  
Avenue, Coleraine  
LA01/2016/1382/A**

**25<sup>th</sup> October 2017**

<b><u>No:</u></b>	LA01/2016/1382/A	<b><u>Ward:</u></b>	MOUNTSANDEL
<b><u>App Type:</u></b>	Advertisement Consent		
<b><u>Address:</u></b>	Coleraine Rugby Club, 1 Rugby Avenue, Coleraine.		
<b><u>Proposal:</u></b>	Erection of one building sign (retrospective) and three hoarding signs.		
<b><u>Con Area:</u></b>	N/A	<b><u>Valid Date:</u></b>	16.11.2016
<b><u>Listed Building Grade:</u></b>	N/A		
<b>Agent:</b>	Turley, Hamilton House, 3 Joy Street, Belfast.		
<b>Applicant:</b>	Coleraine RFC, 1 Rugby Avenue, Coleraine		
<b>Objections:</b>	0	<b>Petitions of Objection:</b>	0
<b>Support:</b>	0	<b>Petitions of Support:</b>	0

Drawings and additional information are available to view on the Planning Portal- [www.planningni.gov.uk](http://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** advertisement consent subject to the reasons set out in section 10.

## 2 SITE LOCATION & DESCRIPTION

- 2.1 The site is located at Coleraine Rugby Club, 1 Rugby Avenue, Coleraine. On the site is an existing single-storey building which is used by Coleraine Rugby, Football and Cricket Club. There is an existing car park at the front and side of the site. There are between 15-20 signs with a variety of design, located at the front of the site, facing towards the Lodge Road roundabout. There are two existing cars fixed on a steel structure at the front

of the site which are being used as advertisements. The signs on site consist of free-standing signs, banner signage and building signage. At the rear of the site there are several playing fields. The current playing fields have existing sponsor signage.

- 2.2 The area is of a mixed use and is characterised by residential dwellings, recreational sites, open spaces, commercial premises, medical buildings and government buildings.
- 2.3 The site within the development limit of Coleraine and falls in close proximity to a MAJOR AREA OF EXISTING OPEN SPACE- POLICY DESIGNATION CEEOS: RUGBY FOOTBALL GROUND, as defined within the Northern Area Plan 2016.

### **3 RELEVANT HISTORY**

There is relevant planning history for the site which consists of the following:

C/2005/0951/A- Coleraine Rugby Club, 1 Rugby Avenue, Coleraine- Business signage and sponsor's advertisement signage- Planning Consent was granted for this signage on 29.08.2007.

C/2009/0513/A- Coleraine Rugby Club House, No. 1 Rugby Avenue, Coleraine- Hoarding (x2)- Planning Consent was granted for this signage on 17.12.2009.

### **4 THE APPLICATION**

- 4.1 There are numerous unauthorised signs on site consisting of banner signage, free-standing signage, fixed car signage and building signage. The total number of signs proposed, are 1 retrospective building sign which will measure 6m x 1.4m, with a 200mm projection from the façade. The building sign has been finished with an aluminium box and fabric banner. 3 hoarding signs which will measure 3m x 3.2m, 3.75m x 2.35m and 2.45m x 3.6m. Each of the free-standing hoarding signs vary in size and are not consistent in terms of scale and design. The hoarding signs will be finished with aluminium panels and will be fixed to the ground with steel posts. The signs have primarily a commercial purpose, unrelated to the use of the site.

## **5.0 PUBLICITY & CONSULTATIONS**

### **5.1 External**

N/A

### **5.2 Internal**

**DFI Roads**, was consulted in relation to the scheme on 16/11/16 and 4/8/17. They stated that the current signage scheme is unacceptable and they have recommended that the proposed signage is refused permission. Roads sent an official response on 4/6/17 and email correspondence on 31/8/17 stating that the scheme would potentially cause a traffic hazard.

## **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

## **8.0 CONSIDERATIONS & ASSESSMENT**

- 8.1 The main considerations in the determination of this application relate to: the impact on amenity, design, the impact on public safety and road users safety.

### **Principle of development**

- 8.2 The site falls within the development limit of Coleraine and falls in close proximity to a MAJOR AREA OF EXISTING OPEN SPACE- POLICY DESIGNATION CEEOS: RUGBY FOOTBALL GROUND.
- 8.2 The principle of the type and scale of development proposed must be considered having regard to the SPPS and PPS policy documents specified above.
- 8.3 The area is of a mixed use and is characterised by residential dwellings, recreational sites, open spaces, commercial premises, medical buildings and government buildings.
- 8.4 There is existing signage on site. The proposed signage is more dominant than signage on sites in the locality. The existing signage on site is not subservient in terms of its location, form and design, in the context of the area.

## **Impact on Amenity and Design**

- 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 says that visual amenity and public safety are the main considerations.
- 8.6 The previously approved signage, under application C/2005/0951/A, consisted of a building entrance sign and two free-standing signs. These signs related primarily to the use of the site and were more subtle in their design than the signage proposed currently. The signage given consent under application C/2009/0513/A, consisted of 2 building signs and playing figure silhouettes. The proposed signage will add to the previously approved signage on site, which will result in visual clutter.
- 8.7 The original scheme which was submitted proposed 16 retrospective signs on site. The agent was advised that the original scheme was unacceptable and the amount of signage on site would need to be substantially reduced. Opportunities have been given, to submit an amended scheme which would comply with planning policy. The application was received in November of 2016 and to date an appropriate scheme has not been submitted to address DFI Roads concerns and policy concerns within Planning Policy Statement 17.
- 8.8 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 not enhance the character or appearance of Coleraine and will set an undesirable precedent for this form of signage in the locality. The SPPS states that the main considerations with considering a scheme for signage is visual amenity, public safety and road safety.
- 8.9 Signage should be designed to respect the existing building on which it will be displayed and contribute to a quality environment. Advertisements should not create visual clutter and should not

be a prominent feature in terms of illumination. The proposed signage does not comply with the policy as stated within the SPPS in relation to signs, as the proposed signage is out of character in the area. There are no other similar examples of the proposed signage (in terms of numbers) which has been granted consent within the Coleraine locality.

#### 8.10 Planning Policy Statement 17 Control of Outdoor

Advertisements Policy AD 1 states that consent will be given for the display of an advertisement where:

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

One of the proposed signs already exists on the front elevation of the building on site. The existing building sign by itself, would not be a concern, but combined with the free-standing hoarding signs, the scheme represents visual clutter which is unacceptable in this instance. The proposal does not enhance the character of area and the proposed signage will represent an intrusive form of signage development, on a prominent site in close proximity to the Lodge Road roundabout.

#### **Impact on public and Road Safety**

8.11 The proposed signage will have a negative effect on public safety and road safety as per the comments from DFI Roads Service on 12/12/16, 29/08/17 and 31/8/17. The signage therefore fails both elements of Policy AD1 of Planning Policy Statement 17 and has the potential to cause a road traffic accident by distracting the attention of road users who use the Lodge Road roundabout. The proposed signage fails the policy test in relation to visual amenity, public safety and road safety.

8.12 DFI Roads has been consulted as the competent authority in relation to road safety. DFI Roads has provided refusal reasons as the proposed signage, could have a potential impact on public safety and road user's safety. The proposed signage has the potential to distract road users and thereby cause a collision.



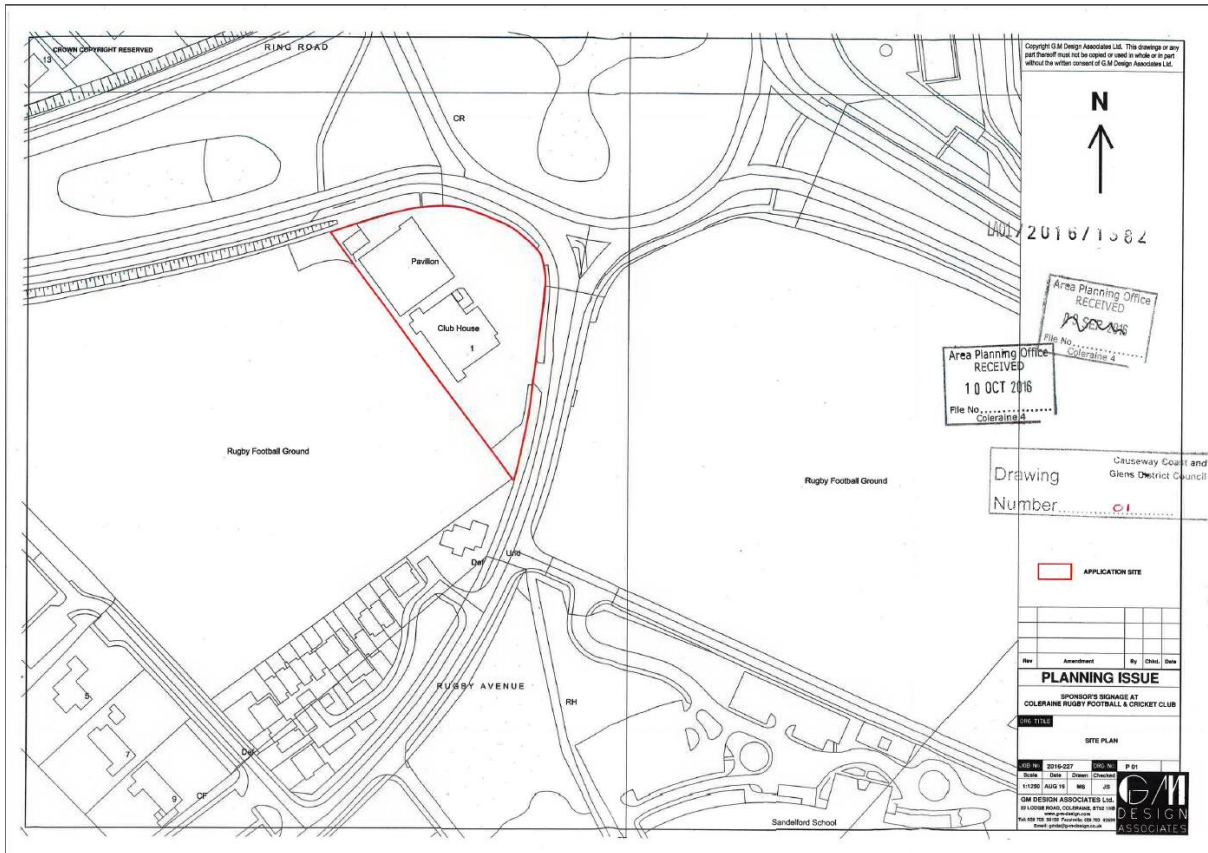
## **9.0 CONCLUSION**

- 9.1 The intrusive nature of the advertisements mean that they are highly visible from vantage points when travelling along the Lodge Road roundabout. The proposed signage will have an impact on road and public safety. The proposed signage does not comply with the policy criteria as outlined in Planning Policy Statement 17 and the SPPS. Therefore refusal of advertisement consent is recommended.

## **10 Refusal Reasons:**

- 10.1 The proposed signage is contrary to Planning Policy Statement 17, Control of Outdoor Advertisements, Policy AD1 and paragraph 6.57, of the Strategic Planning Policy Statement for Northern Ireland, in that the proposed signage fails to respect visual amenity when assessed in the context of the general characteristics of the locality.
- 10.2 The proposed signage is contrary to Planning Policy Statement 17, Control of Outdoor Advertisements, Policy AD1 and paragraph 6.57, of the Strategic Planning Policy Statement for Northern Ireland, in that, the proposed signage would, if permitted, prejudice the safety and convenience of road users since the erection of the proposed additional signage in close proximity to a road junction, would distract the attention of motorists from road traffic signs and signals, thereby creating a traffic hazard.

# Site Location Plan



# Site Plan

