

<b>COMMITTEE ITEM</b>	<b>3.11</b>
<b>APPLICATION NO</b>	<b>LA03/2020/0038/A</b>
<b>DEA</b>	<b>BALLYCLARE</b>
<b>COMMITTEE INTEREST</b>	<b>ADDENDUM REPORT</b>
<b>RECOMMENDATION</b>	<b>GRANT ADVERTISEMENT CONSENT</b>
<b>PROPOSAL</b>	Proposed replacement of existing freestanding illuminated sign with digital sign.
<b>SITE/LOCATION</b>	560 Doagh Road, Newtownabbey
<b>APPLICANT</b>	Trinity R.P. Church
<b>AGENT</b>	Rapport Architects Ltd
<b>LAST SITE VISIT</b>	27 <sup>th</sup> January 2020
<b>CASE OFFICER</b>	Lindsey Zecevic Tel: 028 90340214 Email: <a href="mailto:lindsey.zecevic@antrimandnewtownabbey.gov.uk">lindsey.zecevic@antrimandnewtownabbey.gov.uk</a>
<p><b>Full details of this application, including the application forms, relevant drawings, consultation responses and any representations received are available to view at the Planning Portal <a href="http://www.planningni.gov.uk">www.planningni.gov.uk</a></b></p>	
<b>ASSESSMENT</b>	
<p>Since the preparation and publication of the Agenda report an amendment has been made to the application which has led to a reduction from two signs down to one sign and this has also led to a change in the recommendation before Members.</p> <p>The previous Committee report considered the impact of two signs and their acceptability on the visual amenity of the area. The report indicated that one of the signs which was located on the gable of the Church, close to residential properties was unacceptable, while the other sign, which replaced an existing advertisement hoarding was acceptable.</p> <p>Since the publication of the Committee report the applicant has taken the opportunity to reduce their proposal to only include the one sign which was to replace the existing advertisement hoarding. As a result of the amended scheme, the Officers recommendation is that advertisement consent should be granted subject to conditions.</p> <p>DfI Roads have indicated that a number of conditions which seek to limit moving images, seek to control the luminance of the screen and the rate of change of the display screen should be included. These conditions are considered necessary to prevent the signage from being a distraction to road users and are proposed as conditions below.</p>	
<b>RELEVANT PLANNING HISTORY</b>	
<p>Planning Reference: U/2010/0085/A Location: 560 Doagh Road, Newtownabbey Proposal: Free Standing Sign Decision: Approved - 13 Apr 2010</p>	

<b>RECOMMENDATION :</b>	<b>GRANT ADVERTISEMENT CONSENT</b>
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<b>PROPOSED CONDITIONS</b>
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1. The digital advertising screen shall only display static images and shall not contain moving images. The rate of change between successive displays shall be instantaneous and shall not include the sequencing of images over more than one advert or a message sequence, where a message is spread across more than one screen image.

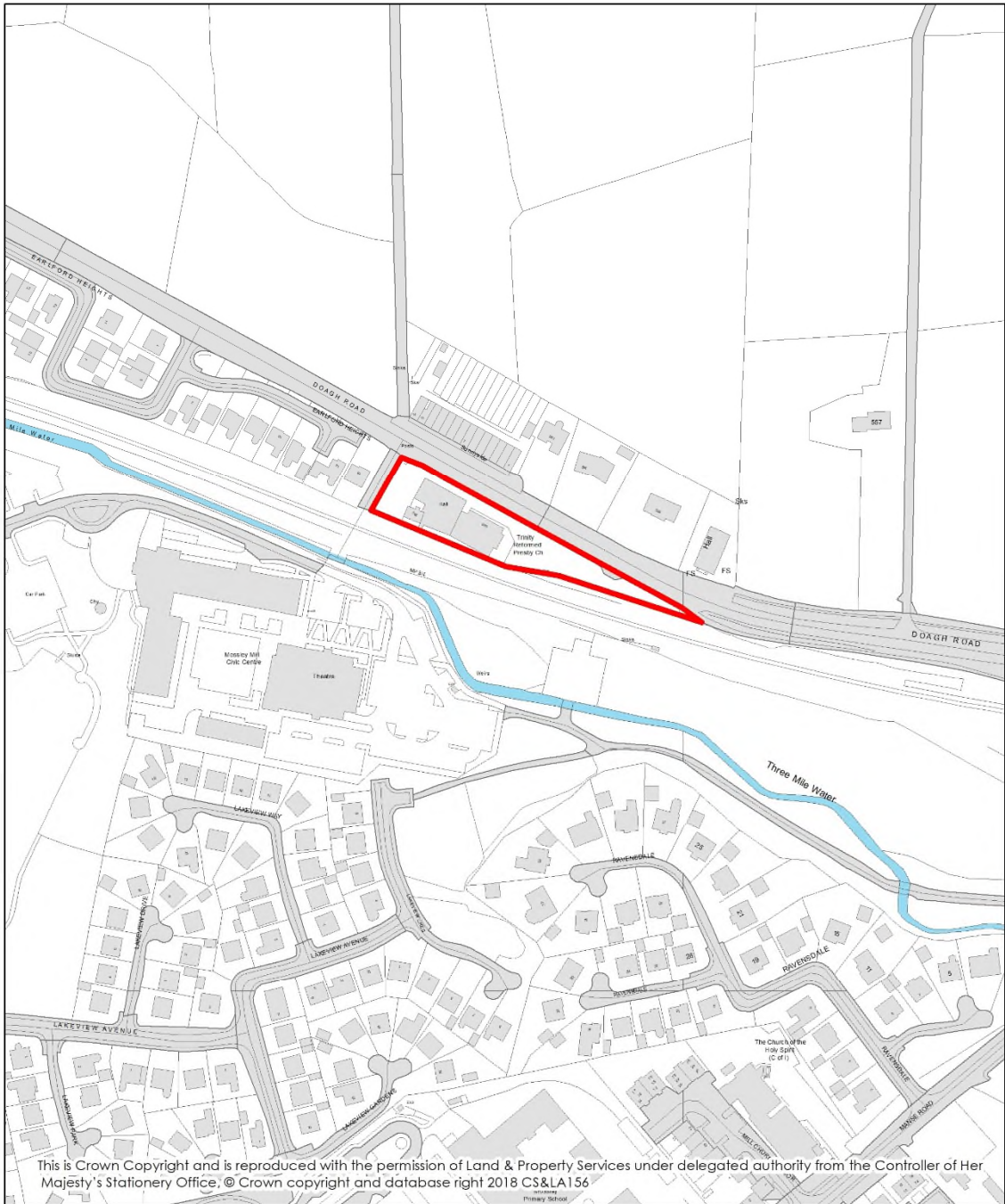
Reason: In the interests of visual amenity, road safety and convenience of road users.

2. The minimum duration of any image displayed shall not be less than six seconds.

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

3. The luminance of the screen shall be controlled by light sensors which automatically adjust screen brightness for ambient light levels, in order to avoid glare at night and facilitate legibility during daytime. The proposed advertising screen shall generally comply with the Institute of Lighting Professionals' guidance PLG05, 'The Brightness of Illuminated Advertisements'. Maximum night time luminance of the digital screen must not exceed the appropriate value from Table 4 of PLG05, which must be considered in conjunction with the environmental zones as defined in Table 3 of PLG 05. Proposed luminance levels and control arrangements are to be agreed by the Council prior to the erection of the signage hereby approved.

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



**Location Map**

Application Reference: LA03/2020/0038/A

Scale: 1:2500



Digital sign at 560 Doagh Road, Newtownabbey

 Site Boundary



## **Site Visit Report of Friday 12<sup>th</sup> June 2020.**

### **PLANNING APPLICATION NO: LA03/2019/0727/F**

Proposed extension to existing building to provide additional storage facilities at Zeus Packaging, Unit 22, Belfast Road, Central Park, Mallusk, Newtownabbey

**Present: Cllrs Lynch, Agnew, Webb & Alderman Brett**

**Barry Diamond (Planning Officer)**

The site was viewed from within the grounds of the Zeus Packaging Unit. Due to the need to maintain social distancing measures and the Health and Safety of Committee Members an inspection of the site from Blackrock Row was not carried out. Cllr Webb arrived early to the site and inspected the site separately to the other Committee Members.

Members were able to observe from within the site the existing buildings and the change in levels between the finished floor level of the existing buildings and the finished floor levels of the houses on Blackrock Row. An inspection of the rear of the existing temporary building on the site gave the best vantage point for assessing the relationship between the levels and the separation distances that would exist between the buildings. Members were also able to get an understanding of the ridge heights of the proposed and existing buildings, the existing vegetation and the area of ground where there is known contamination.