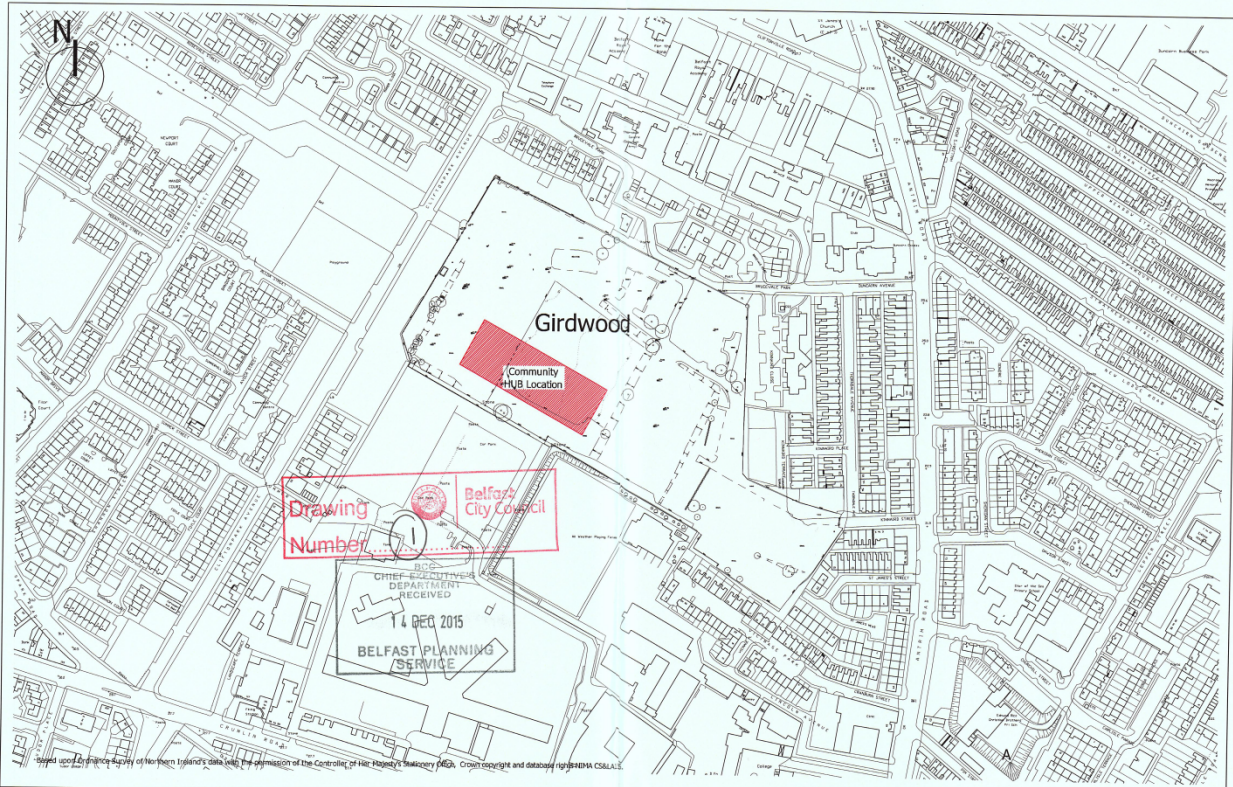


**Development Management Officer Report
Committee Application**

Summary	
Committee Meeting Date: 17 May 2016 :	
Application ID: LA04/2016/0004/A	
Proposal: Installation of 4No. signs	Location: Girdwood Community Hub 10 Girdwood Avenue Belfast
Referral Route: Belfast City Council Application	
Recommendation:	Grant advertisement consent
Applicant Name and Address: Belfast City Council Adelaide Exchange 24-26 Adelaide Street Belfast BT2 8GD	Agent Name and Address: Michael Whitley Architects Parway Studios Belmont Business park. 232 Belmont Road Belfast BT4 2AW
<p>Executive Summary: The application seeks advertising consent for 4 Stainless Steel projected signs at Girdwood Community Hub, Belfast. The main issues to be considered in the case are;</p> <ul style="list-style-type: none"> • Amenity • Public Safety <p>The proposal has been assessed against Planning Policy Statement 17: Control of Outdoor Advertisements, and is considered compliant. No representations were received.</p> <p>Having had regard to the development plan, relevant planning policies, and other material considerations, it is recommended that the proposal is approved subject to conditions set out in the case officer report.</p>	

Case Officer Report

Site Location Plan



Project	Project Reference	Drawn By	Revision
Signage for Girdwood Community HUB for Belfast City Council	15-GHS	RM	
Drawing Title	Drawing Number	Scale	Date Drawn
Site Location	SD01	1:2500	Oct 2015

MICHAEL WHITLEY ARCHITECTS

Parkway Studios
Belmont Business Park
232-240 Belmont Road
Belfast BT4 2AW
t: 028 9076 1010
f: 028 9076 1179
e: info@mwa-rl.co.uk

Characteristics of the Site and Area

1.0	<p>Description of Proposed Development</p> <p>Advertisement is sought for the installation of 4 No. stainless steel projected building signs at Girdwood Community Hub.</p>
2.0	<p>Description of Site</p> <p>The site is located at Girdwood Community Hub, accessed via Clifton Park Avenue, Belfast; it contains a two storey, flat roofed, red brick building. The building is surrounded by associated recreational space and car parking and is set back from the main road.</p> <p>The site is located within the development limits of Belfast and is of mixed use, comprising of recreation surrounded by residential developments characterised by two storey terraced dwellings.</p>

Planning Assessment of Policy and other Material Considerations

3.0	<p>Site History</p> <ul style="list-style-type: none"> Z/2015/0079/RM - Multi-use synthetic sports pitch (130mx80m with 5m run off area) with catchnets to be used for Gaelic games, rugby and soccer. 8
------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>floodlighting columns and perimeter fencing to be provided at Girdwood. Approved 10.08.2015</p> <ul style="list-style-type: none"> • Z/2013/0049/O - Redevelopment of existing brownfield site to include community, education, business, health, recreational and residential use along with internal site layout. Incorporating parking, leisure and landscaping, and connections to existing road and utilities infrastructure at Girdwood. Approved 22.01.2014 • Z/2013/0048/F - Development of a new community facility along with associated parking and site infrastructure at Girdwood. Approved 19.12.2013
4.0	Policy Framework
4.1	<p>Regional Development Strategy Belfast Metropolitan Area Plan 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Statement 17 (PPS17) – Control of Outdoor Advertisements</p>
5.0	Statutory Consultees Responses
5.1	None
6.0	Non Statutory Consultees Responses
6.1	None
7.0	Representations
7.1	None
8.0	Other Material Considerations
8.1	None
9.0	Assessment
9.1	<p>The policy context is provided by Planning Policy Statement 17: Control of Outdoor Advertisements (PPS 17). Policy AD 1 states that consent will be given for the display of an advertisement where:</p> <p>(i) It respects amenity, when assessed in the context of the general characteristics of the locality;</p> <p>PPS17 states that consent will be given for an advertisement were it respects amenity. The site is located at Girdwood Community Hub. The proposal seeks consent for four stainless steel projected building signs located on four separate facades of the community building. The signs will consist of built up lettering, illuminated by incorporated LED Strip lighting. The signs vary in size from approximately 4.4-6.7m in length by 0.8-1.3m in height and will sit at varying heights on the building facade ranging from 3.5-7.4m above ground level.</p> <p>The building and its surrounding area is of recreation and community use and contains relatively few advertisements and signs. The proposed signage is located on a building facade and relates to the premises on which it is displayed, it is therefore considered that signage of this nature is not inappropriate or out of character with the area. The scale is considered proportionate to the building on which they are attached, they are well</p>

	<p>integrated, complements the design of the building and respects the wider locality. The signs do not appear dominant or obtrusive in the surrounding area and do not create a cluttered effect. There is sufficient separation distance of approximately 100m to the nearest dwelling therefore the proposal will have no impact on residential amenity.</p> <p>(ii) It does not prejudice public safety</p> <p>The signs are located on second floor level of a two storey building. They are set well back from the main road and are unlikely to result in any confusion for road users or impact on public safety.</p>
10.0	<p>Summary of Recommendation: Approval/Refusal</p> <p>The scheme as shown in the drawings is acceptable and complies with planning policy. No objections or third party representations were received with this application. After taking into account all relevant information, including current planning policy, previous history and the current drawings it is my professional recommendation that consent is granted.</p>
11.0	<p>Conditions/Reasons for Refusal</p> <p>1. The sign shall be maintained in the position shown on the approved plan 01, 02 and 03 date stamped 14th December, 2015.</p> <p>Reason: In the interests of road safety and the convenience of road users</p>
<p>Notification to Department (if relevant)</p> <p>None</p>	
<p>Representations from Elected members:</p> <p>None</p>	

ANNEX	
Date Valid	14th December 2015
Date First Advertised	N/A
Date Last Advertised	N/A
Details of Neighbour Notification (all addresses) N/A	
Date of Last Neighbour Notification	N/A
Date of EIA Determination	N/A
ES Requested	No
Planning History	
<p>Ref ID: Z/2015/0079/RM Proposal: Multi-use synthetic sports pitch (130mx80m with 5m run off area) with catchnets to be used for Gaelic games, rugby and soccer. 8 floodlighting columns and perimeter fencing to also to be provided. Address: Site at former Girdwood Army Barracks, Cliftonpark Avenue, Belfast, Co.Antrim BT14 6DR, Decision: PG Decision Date: 10.08.2015</p>	
<p>Ref ID: Z/2013/0049/O Proposal: Redevelopment of existing brownfield site to include community, education, business, health, recreational and residential use along with internal site layout. incorporating parking, leisure and landscaping, and connections to existing road and utilities infrastructure. Address: Site at former Girdwood Army Barracks, Cliftonpark Avenue/Brucevale Park/Kinnard Street, Belfast, Decision: PG Decision Date: 22.01.2014</p>	
<p>Ref ID: Z/2013/0048/F Proposal: Development of a new community facility along with associated parking and site infrastructure. Address: Site at former Girdwood Army Barracks, Cliftonpark Avenue/Brucefield Park/Kinnard Street, Belfast, BT14, Decision: PG Decision Date: 19.12.2013</p>	

Ref ID: Z/2011/0082/PREAPP

Proposal: 220 housing units

Address: 15a Antrim Road,

Decision:

Decision Date:

Ref ID: Z/2010/1054/F

Proposal: Demolition of existing wall and entrance gate and replacement with new wall, fence and gates, with proposed roadworks.

Address: Crumlin Road Gaol, 53-55 Crumlin Road, Belfast, BT14 6ST,

Decision:

Decision Date: 08.03.2011

Ref ID: Z/2006/0008/F

Proposal: Installation of three pole mounted CCTV cameras.

Address: Lands at Cliftonpark Avenue (Former Girdwood Barrack site), Town Parks, Belfast, Northern Ireland, BT14 6DS

Decision:

Decision Date: 10.02.2006

Ref ID: LA04/2016/0614/NMC

Proposal: Site layout to be amended to include the revised position of the 2.4m high plastic coated wire security fencing on the eastern boundary of the Girdwood site.

Address: Site at former Girdwood Army Barracks, Cliftonpark Avenue/Brucevale Park/Kinnard Street, Belfast BT14 6DR,

Decision:

Decision Date:

Ref ID: LA04/2016/0068/DC

Proposal: Development of a new community facility along with associated parking and site infrastructure.

Address: Site at Former Girdwood Army Barracks, Cliftonpark Avenue/Brucefield Park/Kinnard Street, Belfast, BT14,

Decision:

Decision Date:

Ref ID: LA04/2016/0004/A

Proposal: Installation of 4No. signs

Address: Girdwood Community Hub, 10 Girdwood Avenue, Belfast,

Decision:

Decision Date:

Ref ID: LA04/2015/0860/NMC

Proposal: 65m length of 1.1m high flat top railing to be changed to 2.4m high wire mesh fencing. 1.5m wide pedestrian gate and bitmac access path

Address: Site of former Girdwood Army Barracks, Cliftonpark Avenue/Brucevale Park/Kinnard Street, Belfast, BT14 6DR,

Decision:

Decision Date:

Ref ID: LA04/2015/0415/NMC

Proposal: Site layout to be amended to include the provision of approximately 210m of 3.6m high ibex (or similar) fence along the western boundary of the Girdwood site (adjacent to Clifton Park Avenue). Matching gates to also be provided at the Road 1 and Road 2 accesses. Existing bow top railing to be removed to accommodate the erection of the 3.6m high ibex fence. Site layout to also be amended to include the increased height of the proposed fencing along the northern boundary of the Girdwood site. The height of this fencing is to be increased as follows: 60m length of 1.1m high flat top railing to be increased to 2.4m high wire mesh fencing

Address: Site at former Girdwood Army Barracks, Cliftonpark Avenue/Brucevale Park/Kinnard Street, Belfast, BT14 6DR,

Decision: WITHDR

Decision Date: 17.08.2015

Summary of Consultee Responses

N/A

Drawing Numbers and Title

01 – Site location

02 – Elevations

03 – Site plan

Notification to Department (if relevant)

Date of Notification to Department:

Response of Department: