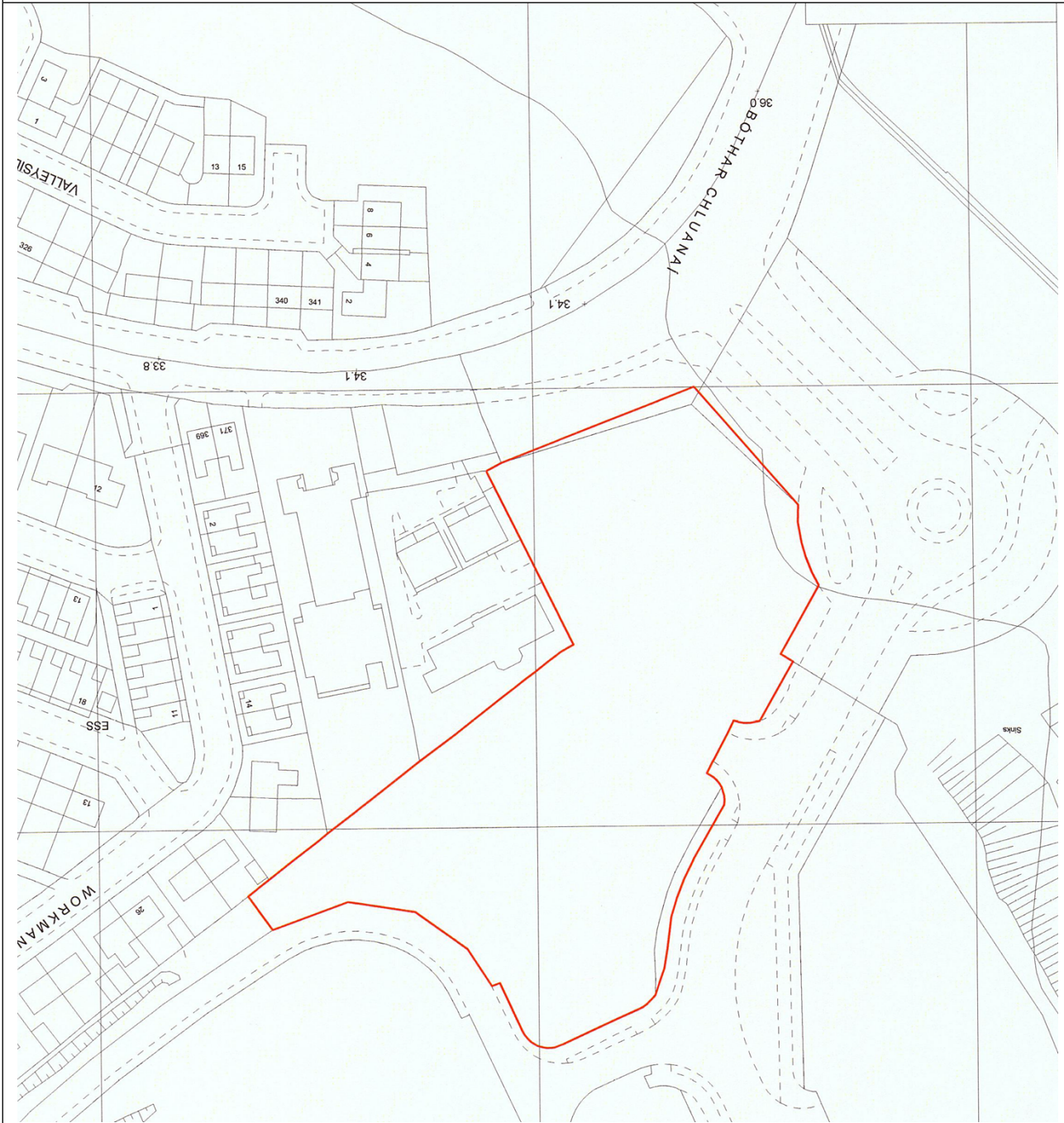


Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 14 June 2016	
Application ID: LA04/2016/0492/A	
Proposal: 2 No. totem signs and 2 No. high level external signs	Location: Innovation Factory Forthriver Business Park Springfield Road BT12 7DG
Referral Route: Belfast City Council Application	
Recommendation: Grant Consent	
Applicant Name and Address: Belfast City Council Economic Development Dept Cecil Ward Building 4 - 10 Linenhall Street Belfast BT2 8BP	Agent Name and Address: Belfast City Council 1st Floor Adelaide Exchange 24 - 26 Adelaide Street Belfast BT2 8GD
<p>Executive Summary: The application seeks advertising consent for 2 No. high level signs on Innovation Factory building and 2. No. totem signs within the site. The main issues to be considered in the case are;</p> <ul style="list-style-type: none"> • Amenity • Public Safety <p>The proposal is in accordance with the Development Plan. It has been assessed against Planning Policy Statement 17: Control of Outdoor Advertisements, and is considered to comply with policy. Transport NI was consulted and raised no objection subject to a condition. 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



Characteristics of the Site and Area

1.0	Description of Proposed Development Advertisement consent is sought for 2 No. totem signs and 2 No. high level external signs located on Innovation factory building.
2.0	Description of Site The site is located at Forthriver Business Park, accessed via Springfield Road. The site contains a large 4 storey red brick building surrounded by associated car parking and soft landscaping. The site is enclosed by a 2.5m high fence.

	The site is located within the development limits of Belfast and is zoned as an area of Existing Employment and Industry and designated as a Site of Local Nature Conservation Importance as outlined in Belfast Metropolitan Area Plan (BMAP).
Planning Assessment of Policy and other Material Considerations	
3.0	Site History Z/2014/0570/F - New build 4 storey Innovation Centre/office accommodation comprising 5560sqm of lettable and support space, with 290sqm plant accommodation in roof voids. Associated landscaping to site and parking areas. Permission Granted 11.03.2015
4.0	Policy Framework
4.1	Regional Development Strategy Belfast Metropolitan Area Plan 2015 Strategic Planning Policy Statement for Northern Ireland (SPPS) Planning Policy Statement 2 (PPS2) – Natural Heritage Planning Policy Statement 17 (PPS17) – Control of Outdoor Advertisements
5.0	Statutory Consultees Responses
5.1	None
6.0	Non Statutory Consultees Responses
6.1	Transport NI
7.0	Representations
7.1	None
8.0	Other Material Considerations
8.1	None
9.0	Assessment
9.1	The site is designated as an Area of Existing Employment and Industry in BMAP. The plan is silent on proposals for advertisement consent. The proposal is therefore considered to be in accordance with the plan and should be assessed against relevant operational policies.
9.2	For advertisement consent, 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: (i) It respects amenity, when assessed in the context of the general characteristics of the locality;
9.3	PPS17 states that consent will be given for an advertisement were it respects amenity. The site is located at Innovation Factory, Forthriver Business Park. The proposal seeks

	<p>consent for two high level external signs on two separate facades of the building and two totem signs. The high level signs are to be located on the north and south elevations of the building at a height of 15.4m above ground level and measure 3m in length by 1.5m in height, they will be illuminated by white LEDs. The totem signs are to be located at entrance to the development and along the southern boundary of the site at the junction with Springfield Road. The totem signs will measure 8m in height and 2m in width, they will be of steel frame infilled with acrylic and illuminated with white LEDs.</p> <p>9.4 The proposed signage is located on a building facade and within the grounds of the development and relates to the premises on which it is displayed, it is therefore considered that a sign of this nature is not inappropriate or out of character with the area. The scale is considered proportionate to the building and the site on which they are attached, they are well integrated, complement the design of the building and respect the wider locality. The signs will not appear dominant or obtrusive in the surrounding area and do not create a cluttered effect. They will not impact on residential amenity.</p> <p>(ii) It does not prejudice public safety</p> <p>9.5 Two signs are located at high level on the four storey building (on the North and South elevations) and two totem signs within the grounds of the business park. They are set back from the main road and are unlikely to result in any confusion for road users or impact on public safety. Transport NI was consulted and has no objection subject to a condition relating to illumination.</p> <p>9.6 The site is located within Springfield Site of Local Nature Conservation Importance (SLNCI). Policy NH 4 states that permission will only be granted for development which is unlikely likely to have a significant adverse impact on a SLNCI. The high level signs and totem poles are located within the grounds of a business park, it is unlikely that they will impact upon the designation or have any significant adverse effects; it is therefore considered that the proposal is in compliance with the policy.</p>
<p>10.0</p> <p>10.1</p>	<p>Summary of Recommendation: Consent recommended</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 recommended that consent is granted subject to the condition below.</p>
<p>11.0</p>	<p>Conditions</p> <p>1. The degree of illumination of the proposed signs must comply with the Institution of Lighting Engineers Technical Report 5 “Brightness of Illuminated Advertisements”</p> <p>Reason – In the interests of visual amenity, road safety and convenience of road users.</p>
<p>Notification to Department (if relevant) N/A</p>	
<p>Representations from Elected members: N/A</p>	

ANNEX	
Date Valid	3rd March 2016
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/2014/0570/F Proposal: New build 4 storey Innovation Centre/office accommodation comprising 5560sqm of lettable and support space, with 290sqm plant accommodation in roof voids. Associated landscaping to site and parking areas Address: Forthriver Business Park, Springfield Road, Belfast, BT13, Decision: PG Decision Date: 11.03.2015</p> <p>Ref ID: Z/2004/2845/F Proposal: Construction of 12no. units in three separate blocks for light industrial use, associated car parking and a security hut. Address: 385 Springfield Road, Belfast BT12 7DG Decision: Decision Date: 28.04.2005</p> <p>Ref ID: Z/2004/1997/F Proposal: Amendment to previous approval (ref: Z/2003/2058/F) for infrastructure development including access road, service links and levelling of development plateaus. Address: Mackies, 385 Springfield Road, Edenderry, Belfast, Northern Ireland, BT12 7DG Decision: Decision Date: 24.11.2004</p> <p>Ref ID: Z/2003/2058/F Proposal: Infrastructure development- access road and services linked to new</p>	

Springfield Road junction and the formation of levelled site development plateaus.
Address: Mackies 385 Springfield Road Belfast BT12 7DG
Decision Date: 23.02.2004

Ref ID: Z/2002/1332/F
Proposal: New junction and vehicular access to include extension of existing culvert
Address: Land Adjoining Ex Mackies Complex, Springfield Road, Belfast.
Decision Date: 14.04.2003

Ref ID: Z/2001/0188/O
Proposal: Construction of road junction to service the future development of the upper and lower sites onto the Springfield Road
Address: Lands at Springvale, Springfield Road, Belfast
Decision Date: 29.03.2001

Summary of Consultee Responses

Transport NI – approval with condition regarding illumination

Drawing Numbers and Title

- 01 – Site location plan**
- 02 – Site Layout**
- 03 – Elevations**
- 04 – Elevations**
- 05 - Elevations**

Notification to Department (if relevant) N/A

Date of Notification to Department:
Response of Department: