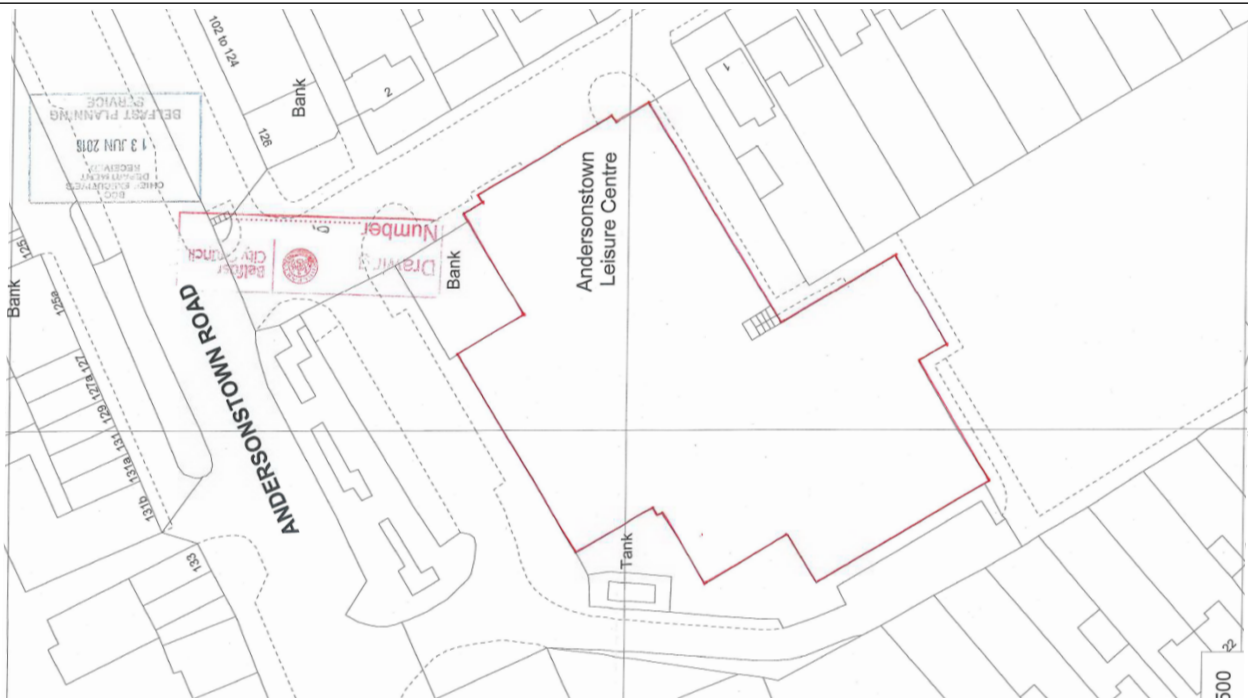


**Development Management Officer Report
Committee Application**

Summary	
Committee Meeting Date: 16 th August 2016	Item Number: 8u
Application ID: LA04/2016/1283/A	
Proposal: 10m X 3m PVC Banner	Location: Andersonstown Leisure Centre 130 Andersonstown Road Belfast BT11 9BY
Referral Route: Belfast City Council Application	
Recommendation:	Consent to Display
Applicant Name and Address: Belfast City Council (Property) Alistair Charles 24-26 Adelaide Street Belfast BT2 8GB	Agent Name and Address:
<p>Executive Summary: The application seeks advertisement consent for a 10m x 3m PVC banner which will be attached directly to the front of the Leisure Centre building, to the left side of the front entrance.</p> <p>The main issues in this case are:</p> <ul style="list-style-type: none"> • The impact of the proposal on the amenity of the area. • To ensure that the proposal does not prejudice public safety. <p>The proposal has been assessed against relevant planning policies and guidance including BMAP, SPPS, and Planning Policy Statement 17.</p> <p>Transport NI was consulted, and has no objections</p> <p>It is considered that due to its size and scale on the host building, the proposal is acceptable on a temporary basis and recommended that Consent to Display is granted, subject to a time limit of two years.</p>	

Case Officer Report

Site Location Plan

**Characteristics of the Site and Area**

1.0 Description of Proposed Development

The proposal is for a 10m x 3m PVC banner which will be attached directly to the front of the Leisure Centre building, to the left side of the front entrance. The banner will advertise the upcoming replacement leisure facilities and Council investment planned for the site.

2.0 Description of Site

The proposal relates to Andersonstown Leisure Centre, Andersonstown Road, Belfast. The area is predominantly commercial.

Planning Assessment of Policy and Other Material Considerations

3.0 Relevant Planning History

Z/2005/0810/A - Ulster Bank, 130 Andersonstown Road, Ballydownfine, Belfast, Northern Ireland, BT11 9BY
Illuminated tablet sign and raised logo, illuminated projecting sign. Matching ATM surround and small signage either side of door.
PERMISSION GRANTED

4.0	Policy Framework
	<p>This proposal is assessed against the following planning policy and guidance:</p> <p>Belfast Metropolitan Area Plan (BMAP) 2015. Strategic Planning Policy Statement for NI (SPPS). Planning Policy Statement 17: Control of Outdoor Advertisements.</p>
5.0	Statutory Consultees Responses
	TransportNI- Offers no objection.
6.0	Non Statutory Consultees Responses
	None
7.0	Representations
	None
8.0	Other Material Considerations
	None
9.0	Assessment
9.1	<p>Policy Assessment</p> <p>The relevant policy consideration for this proposal is Planning Policy Statement 17: Control of Outdoor Advertisements. Planning permission will only be granted where all the criteria of Policy AD 1 are satisfied. This is a two pronged policy which is concerned with the impact of advertisements on amenity and public safety.</p>
9.2	Justification and amplification of this policy states that public safety in this context is the impact of the proposal on traffic. TransportNI were consulted and confirmed that they have no concerns from a public safety point of view.
9.3	The size, position and materials of the banner will not negatively affect the amenity of this predominantly commercial area. While the banner sign is of considerable size, being 10 metres in length, it is not considered that the advert will detract from the appearance of the building as the building frontage is substantial and can accommodate a banner of this size for a temporary period without detracting from the character of the building or the surrounding area.
9.4	This proposal has been assessed against the development plan, relevant policy and all other material considerations.
10.0	Summary of Recommendation: It is considered that due to its size and scale on the host building, the proposal is acceptable on a temporary basis and recommended that Consent to Display is granted, subject to a time limit of two years.
11.0	<p>Conditions:</p> <p>1. The advertisement, hereby permitted, shall be removed and the land restored to its former condition on or before 17th August 2018.</p> <p>Reason: To allow the council to reassess any potential impacts the proposal may have on the quality and amenity of the surrounding landscape.</p>
12.0	Notification to Department (if relevant):

	N/A
13.0	Representations from elected members: N/A

ANNEX	
Date Valid	13/06/16
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
Drawing Numbers and Title	
Drawing No. 01 Site Location map Drawing No. 02 Signage detail & Front elevation	