

## Committee Application

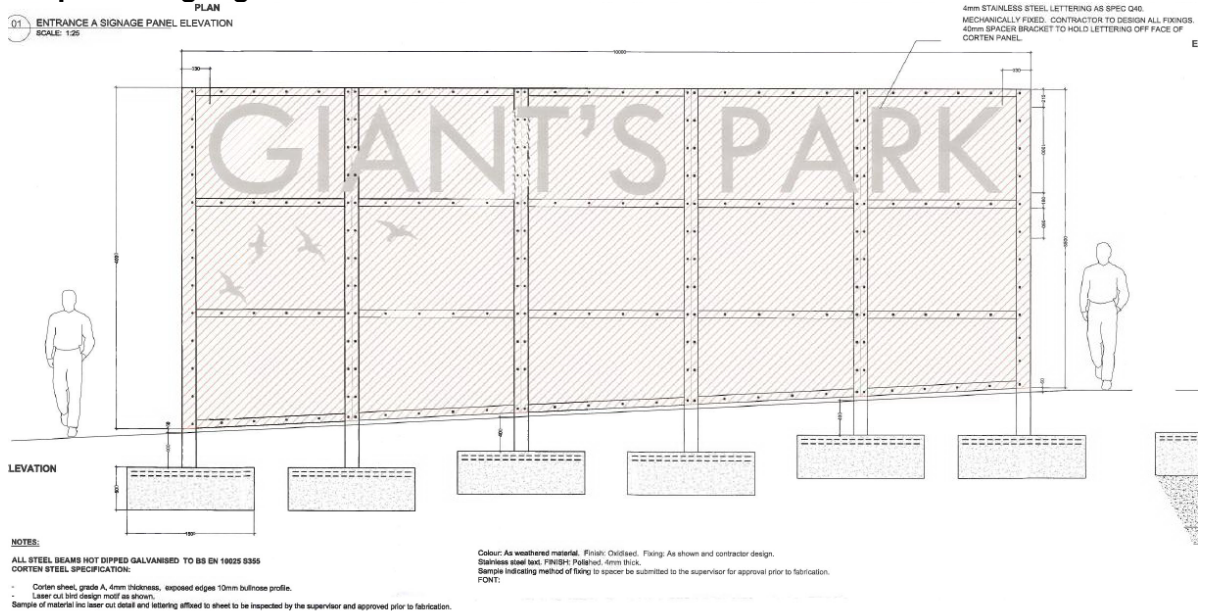
<b>Development Management Report</b>	
<b>Application ID:</b> LA04/2018/0530/A	<b>Date of Committee:</b> 12 June 2018
<b>Proposal:</b> 10m x 4m signage panel at entrance to Giant's Park development (entrance A)	<b>Location:</b> Lands to the former Dargan Road landfill site North of Dargan Road, Belfast
<b>Referral Route:</b> Belfast City Council application	
<b>Recommendation:</b>	<b>Approval</b>
<b>Applicant Name and Address:</b> Belfast City Council 6th Floor 9 Adelaide Street Belfast BT2 8BP	<b>Agent Name and Address:</b> AECOM Beechill House Beechill Road Belfast BT8 7RP
<p><b>Executive Summary:</b></p> <p>Advertising consent is sought for a 10m x 4m signage panel at entrance to Giant's Park development (entrance A)</p> <p>The key issues in the assessment of the proposed development are:</p> <ul style="list-style-type: none"> <li>• If proposal respects local amenity</li> <li>• If proposal does not prejudice public safety</li> </ul> <p>The site is located within the Belfast Harbour Area and is on the southern border of an area designated for mixed use in Draft Belfast Metropolitan Area Plan 2004.</p> <p>DfI Roads was consulted and has no objection to the proposal subject to conditions.</p> <p>No representations were received.</p> <p><b>Recommendation</b></p> <p>It is recommended that the application is approved subject to conditions.</p>	

**Characteristics of the Site and Area**

**1.0 Description of Proposed Development**

The application is for advertising consent for a 10m x 4m signage panel at entrance to Giant's Park development (entrance A).

**2.0 Proposed Signage**

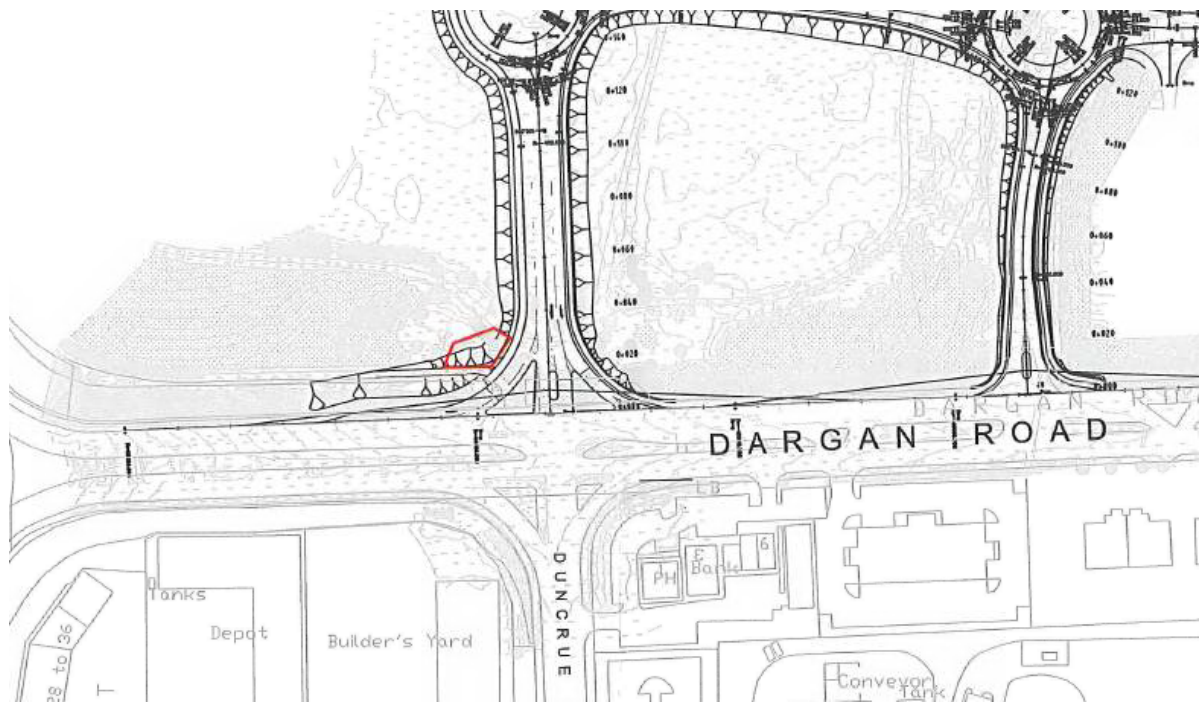


**2.0 Description of Site**

2.1 The site is located on the western side of one of the entrances (entrance A) to a recently constructed road layout in the former Dargan Road landfill site. It is within the Belfast Harbour Area and is on the southern border of an area designated for mixed use in BMAP. To the south of the site on the other side of Dargan Road is the Duncrue industrial estate.

**Site Location**

2.1 The application is for advertising consent for a 10m x 4m signage panel at the entrance to the Giant's Park development site (entrance A).

**Site Location Plan****Planning Assessment of Policy and other Material Considerations****3.0 Site History**

LA04/2016/1373/F - Lands to the former Dargan Road landfill site - Installation of a 2.4m security fence - PERMISSION GRANTED 28.09.2016

LA04/2015/1605/F - Land approximately 300m north of Dargan Road (North of Belfast City Council Waste Management Facility) adjacent to Belfast Lough, Belfast (within wider Belfast City Council lands known as North Foreshore/Giant's park, with access from Dargan Rd - Film studios complex comprising production, studio and workshop buildings, associated service yards, car parking, access to service roads under construction (Z/2014/1279/F), landscaping and ancillary works including 3No stand-alone transformer compounds, security hut and proposed headwall (amended description) - PERMISSION GRANTED 25.02.2016

Z/2014/1279/F - Lands of the former Dargan Road land fill site, to the north of Dargan Road - Provision of new upgrade of existing roads infrastructure and associated site capping together with associated landscaping and site works - PERMISSION GRANTED 24.04.2015

Z/2013/0321/F - Belfast City Council, Waste Transfer Station, Dargan Road - Provision of additional temporary office premises and shelter facilities within the local authority waste transfer station site (Retrospective) - PERMISSION GRANTED 21.08.2013

Z/2011/1172/F - Dargan Road landfill site - Proposed temporary household recycling centre - PERMISSION GRANTED 06.06.2012

Z/2010/1178/F - North Foreshore Site, Dargan Road - Provision of management system for landfill gas, comprising capping, and installation of gas abstraction wells and pipework.

	<p>Surface-water drainage and foul sewerage. Provision of services - PERMISSION GRANTED 30.08.2013</p> <p>Z/2008/0513/F - Belfast City Council Landfill Site, Dargan Road - Electricity sub-station, switch room, transformers and bunding fencing and associated access roads - PERMISSION GRANTED 17.05.2008</p> <p>Z/2008/0260/F - Power Generation Compound, Dargan Road Landfill site, Dargan Road - Installation of an electricity generating station fuelled by landfill gas collected from the neighbouring landfill site - PERMISSION GRANTED 15.10.2008</p> <p>Z/2006/2229/F - Dargan Road Landfill Site - Proposal to amend the site layout to include the construction of two weighbridges and variation of condition no 3 of Planning Permission Z/2005/1970/F. To allow 24hr operational access Monday - Sunday to the Waste Transfer Station - PERMISSION GRANTED 02.04.2007</p> <p>Z/2006/1545/F - Dargan Road Landfill Site - Provision of management system for landfill gas, comprising capping, installation of gas abstraction wells and pipework (gas to be drawn off to be flared at a nearby existing facility), surface-water drainage, site access road and foul sewerage - PERMISSION GRANTED 30.08.2007</p> <p>Z/2005/1970/F - Dargan Road Landfill Site - Waste Transfer Station for Household &amp; Commercial Waste, WEEE &amp; components of End of Life Vehicles collected by the Council (Portal frame building, office building &amp; concrete hardstanding) - PERMISSION GRANTED 08.05.2006</p> <p>Z/2000/0051/F - Belfast City Council Landfill Site, Dargan Road - Provision of essential interim capacity for disposal of controlled (including special) waste at the Dargan Road (North Foreshore) Landfill Site by revision and elevation of the surface profile to complete the planned final closure of the site - PERMISSION GRANTED 14.05.2001</p>
<b>4.0</b>	<b>Policy Framework</b>
4.1	<p>BUAP 2001 Draft Belfast Metropolitan Area Plan 2004 Version of Belfast Metropolitan Area Plan published 03.09.14 Strategic Planning Policy Statement (SPPS) Planning Policy Statement 17: Control of Outdoor Advertisements</p>
<b>5.0</b>	<b>Statutory Consultees Responses</b>
5.1	None
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.1	Dfl Roads
<b>7.0</b>	<b>Representations</b>
7.1	No comments have been received.
<b>8.0</b>	<b>Other Material Considerations</b>

8.1	None
<b>9.0</b>	<b>Assessment</b>
	<u>Planning Policy</u>
9.1	Following the recent Court of Appeal decision on BMAP, the extant development plan is now the BUAP. However, given the stage at which the Draft BMAP had reached pre-adoption through a period of independent examination, the policies within the version of BMAP purported to be adopted still carry weight and are a material consideration in the determination of planning applications. The weight to be afforded is a matter of judgement for the decision maker.
9.2	The site is within the Belfast Harbour Area as designated in both the BUAP and the draft BMAP. The site is designated for mixed use development in Draft BMAP.
9.3	The Strategic Planning Policy for Northern Ireland (SPPS) is a material consideration for all decisions on individual planning applications and provides general policy context. PPS 17 also provides relevant policy guidance given the nature of the proposal.
	<u>SPPS</u>
9.4	With regard to the Control of Outdoor Advertisements, the SPPS states that care must be taken to ensure that all proposals will not detract from the place where advertising is to be displayed or its surroundings. In particular, it is important to prevent clutter, to adequately control signs involving illumination and to protect features such as listed buildings, and conservation areas from the potential adverse effects of advertising. The subject matter of advertising is not normally a material planning consideration.
	<u>Policy AD1 – Amenity and Public Safety</u>
9.5	Policy AD1 states:  <i>Consent will be given for the display of an advertisement where:</i>  <ul style="list-style-type: none"> <li>(i) <i>it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></li> <li>(ii) <i>it does not prejudice public safety.</i></li> </ul>
	<u>Impact on Characteristics of Locality</u>
9.6	The former landfill site at North Foreshore is now a 340 acre development site which aims to introduce an Environmental Resource Park, Belfast Harbour film studios and commercial/leisure mixed use development.
9.7	The proposed signage consists of a 10m x 4m corten steel panel to be positioned on the left hand side of entrance A to the Giant's Park development. It is to be south facing and aligned with Dargan Road. Stainless steel lettering spanning 9m in width and 1m in height spelling "Giant's Park" is to be mechanically fixed to the upper half of the corten panel.
9.8	To the immediate east of the proposed signage, situated around the curve of the either side of entrance A, there are a number of existing decorative steel image panels separated and flanked by rust coloured metallic pillars with wildlife images carved into the front panels.

<p>9.9</p> <p>9.10</p> <p>9.11</p>	<p>It is considered that, while large, the proposed signage is of an appropriate size given the scale of the future Giant's Park development. The design and materials of the proposed signage panel are considered to be of a high quality. It is therefore considered that the signage respects the character of the area and in this regard it is compliant with AD1(i).</p> <p><u>Impact on Public Safety</u></p> <p>DfI Roads was consulted about the proposed signage and offered no objection subject to a condition relating to illumination level. There are no public safety concerns.</p> <p><u>Recommendation</u></p> <p>It is considered that the proposed signage respects amenity and does not endanger public safety. Approval of consent recommended.</p>
<p><b>10.0</b></p>	<p><b>Summary of Recommendation: Approval</b></p>
<p><b>11.0</b></p> <p>1.</p> <p>2.</p>	<p><b>Conditions</b></p> <p>The sign shall be erected in the position shown on Approved Drawing No. 03, date stamped 08 March 2018.</p> <p>Reason: In the interests of road safety and the convenience of road users.</p> <p>The degree of illumination of the proposed sign 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><b>Notification to Department (if relevant) N/A</b></p>	
<p><b>Representations from Elected members: None</b></p>	