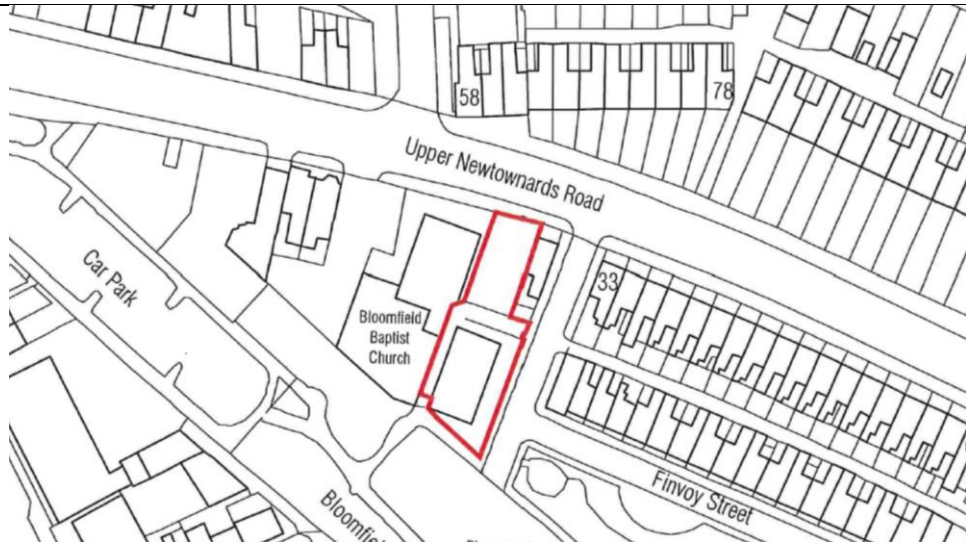


**Development Management Officer Report  
Committee Application**

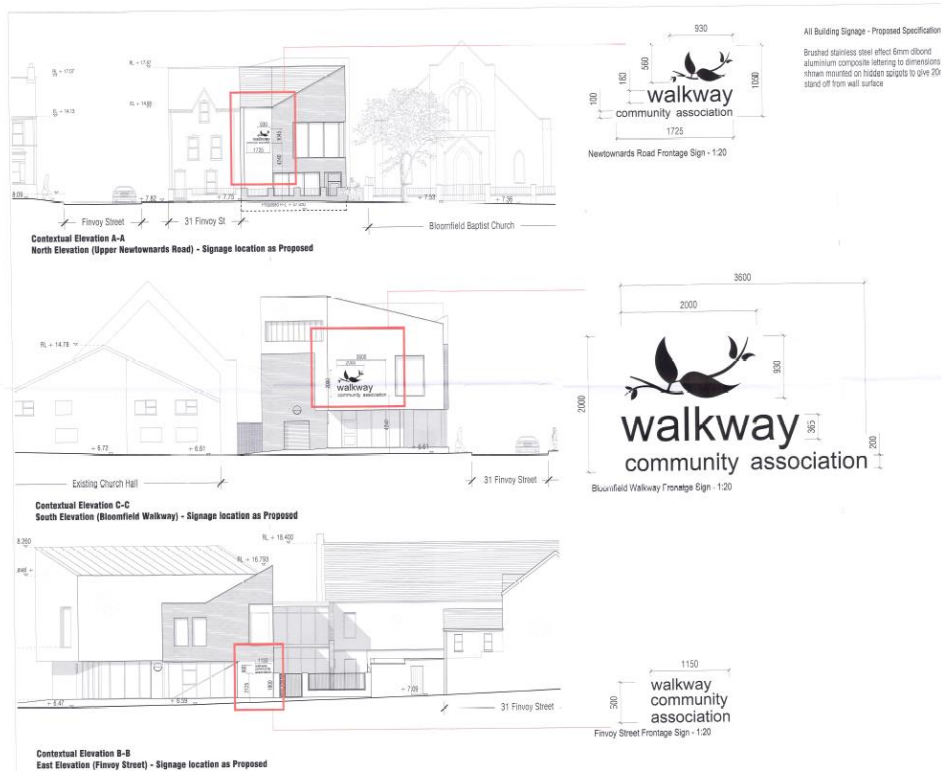
<b>Summary</b>	
<b>Application ID:</b> LA04/2021/2896/A	<b>Date of Committee:</b> Tuesday 15 <sup>th</sup> February 2022
<b>Proposal:</b> Building signage for Walkway Community Association in brushed stainless steel effect dibond aluminium composite.	<b>Location:</b> Walkway Community Association 1-9 Finvoy Street Belfast BT5 5DH
<b>Referral Route:</b> Referral to the Planning Committee under Section 3.8.5 (d) BCC is the landowner	
<b>Recommendation:</b>	<b>Approval</b>
<b>Applicant Name and Address:</b> Belfast City Council 9-21 Adelaide Street Belfast BT2 8DJ	<b>Agent Name and Address:</b> Michael Whiteley Architect 66 Bloomfield Avenue Belfast BT5 5AE
<p><b>Executive Summary:</b></p> <p>The signage is to be positioned on the newly constructed Walkway Community Association Centre. Three brushed stainless steel signs are to be mounted on to the building; one on each elevation (front, side and rear).</p> <p>The key issues to be considered are:</p> <ul style="list-style-type: none"> <li>• Amenity</li> <li>• Public Safety</li> </ul> <p>The proposed signs identify the new Walkway Community Association building and will integrate sensitively to the host building and will respect the amenity of the surrounding area.</p> <p>DFI Roads was consulted and had no objections. The signs will not prejudice public safety.</p> <p><b>Recommendation - Approve subject to conditions</b></p> <p>Having had regard to the development plan, relevant planning policies, and other material considerations, it is recommended consent be granted for the three signs with delegated authority given to the Director of Planning and Building Control to finalise the wording of conditions.</p>	

## Case Officer Report

### Site Location Plan



### Elevations



### Characteristics of the Site and Area

#### 1.0 Description of Proposed Development

- 1.1 Advertisement consent is sought for three outer wall building signs for the Walkway Community Association in brushed stainless steel effect dibond aluminium composite. One sign is proposed on each elevation (front, side and rear).

<b>2.0</b>	<b>Description of Site</b>
2.1	<p>The site is located at 1-9 Finvoy Street and comprises a new two-storey community centre building approved and currently under construction (LA04/2019/2343/F). The surrounding roads bounding the site are Finvoy Road, Upper Newtownards Road and the pedestrian Bloomfield Walkway. The Upper Newtownards Road, an arterial route, runs along the northern boundary of the site. The area is characterised by two storey terrace dwellings along Finvoy Street and two and three storey terrace dwellings along the frontage of the Upper Newtownards Road. To the west of the site is the existing Bloomfield Baptist Church and associated church hall and to the south is the Comber Greenway and playground.</p>
<b>Planning Assessment of Policy and other Material Considerations</b>	
<b>3.0</b>	<b>Site History</b>
	<p>LA04/2021/2779/F Walkway Community Association, 1-9 Finvoy Street, Belfast, BT5 5DH., This is a Section 54 Application pertaining to [LA04/2019/2343/F] for a replacement new build community centre. The condition to which this application relates is solely Condition 7 [seeking variation on described materials]. (Under consideration)</p> <p>LA04/2019/2343/F, Proposed demolition/removal of existing temporary building and erection of new two-storey Community Centre (Reduced Scheme &amp; Updated Address) (Permission Granted)</p> <p>Z/2000/2878/F, Retention of permission for existing Community Centre (Permission Granted)</p> <p>Z/2000/2324/F, Proposed extension at first floor level to provide additional accommodation to existing community centre. (Permission Granted)</p>
<b>4.0</b>	<b>Policy Framework</b>
4.1	Belfast Urban Area Plan
4.2	Regional Development Strategy (RDS) 2035
4.3	<p>Draft Belfast Metropolitan Area Plan 2015</p> <p>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 Draft BMAP 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. The site is within the proposed Holywood Arches Area of Townscape Character.</p>
4.4	Strategic Planning Policy Statement for Northern Ireland (SPPS)
4.5	Planning Policy Statement 17: Control of Outdoor Advertisements
4.6	Addendum to Planning Policy Statement 6: Areas of Townscape Character
<b>5.0</b>	<b>Statutory Consultees Responses</b>
	DFI Roads- No objection

6.0	<b>Non-Statutory Consultees Responses</b> None
7.0	<b>Representations</b>  No representations were received.
8.0	<b>Other Material Considerations</b> None
8.1	<b>Any other supplementary guidance</b> None
9.0	<b>Assessment</b>
9.1	The key issues to be considered are: <ul style="list-style-type: none"> <li>• Amenity</li> <li>• Public safety</li> </ul>
9.2	The SPPS (2015) acknowledges that all advertisements have an impact on the surrounding area they are situated and accepts there is a need to balance the requirements of the industry with the protection and enhancement of the character and amenity of the surrounding area. The SPPS also recognises that there is a need to ensure advertisements do not negatively impact public safety. The issues set out in the SPPS are controlled by regional policy which can be found in PPS 17.
9.3	Policy AD1 of PPS 17 states that consent will be granted for the display of advertisements where the proposal respects neighbouring amenity when assessed in the context of local characteristics; and where it does not prejudice public safety.
9.4	It is considered that the proposal is in compliance with SPPS in that the proposed development will not cause demonstrable harm to interests of acknowledged importance which are considered below.
	<b>Amenity</b>
9.15	PPS 17 Policy AD1- The term amenity is usually understood to mean its effect upon the appearance of the building or structure or the immediate neighbourhood where it is displayed, or its impact over long distance views.
9.16	The adverts are to identify the new Walkway Community Association, a modern 2 storey building approved and currently under construction.
9.17	Three adverts are proposed, one on each elevation. The front facing on to the Upper Newtownards Roads (1725mm x 1045mm as a design feature on the main building elevation), the side elevation to Finvoy Street (a small sign at ground floor fascia level 60mm x 1150mm) and the rear elevation to the Bloomfield Walkway (2000mm x 3600mm above the rear entrance). All signs have the wording <i>Walkway Community Association</i> and the signs to the front and rear also have a leaf motif; the brushed stainless steel letters are non-illuminated and are of a size, design and material considered sensitive to the host building; it is considered that they will not have a detrimental impact on the character of the surrounding area. The proposal is considered to comply with Policy AD1 (i) Amenity.
	<b>Public Safety</b>
9.18	In assessing the impact of an advertisement on public safety regard will be given to its effect upon the safe use and operation of any form of traffic or transport on land, including

9.19	<p>the safety of pedestrians. DFI Roads were consulted and had no objections, the proposal is considered to comply with Policy AD1,(ii) public safety.</p> <p>In terms of the draft ATC designation, the scale, size, proportions and proposed materials are considered to be appropriate and will respect the building onto which the three signs will be fixed.</p>
9.20	<p>Having regard for the policy context and the considerations above, the proposal is deemed acceptable.</p>

<b>10.0</b>	<b>Summary of Recommendation: Grant Consent</b>
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<b>11.0</b>	<p><b>Conditions</b></p> <ol style="list-style-type: none"> <li>The signs shall be erected in the position and orientation shown on the approved drawing Number 02 bearing Planning Authority date stamp 10th December 2021 (published to the Planning Portal on 05/01/2022).</li> </ol> <p>Reason: In the interests of visual amenity, road safety and convenience of road users.</p> <p><b>Informatives</b></p> <ol style="list-style-type: none"> <li>The drawing refs referred to above correspond with those drawings submitted to the Authority in respect of this application and published to the Planning Portal NI on 05/01/2022 Drawings 01 and 02</li> <li>The applicant's attention is drawn to the consultation responses received by the Council in respect of this application. The responses can be viewed at <a href="https://epicpublic.planningni.gov.uk/publicaccess/">https://epicpublic.planningni.gov.uk/publicaccess/</a></li> </ol>
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<p><b>Notification to Department (if relevant): No</b></p>
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<p><b>Representations from Elected members: None</b></p>
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