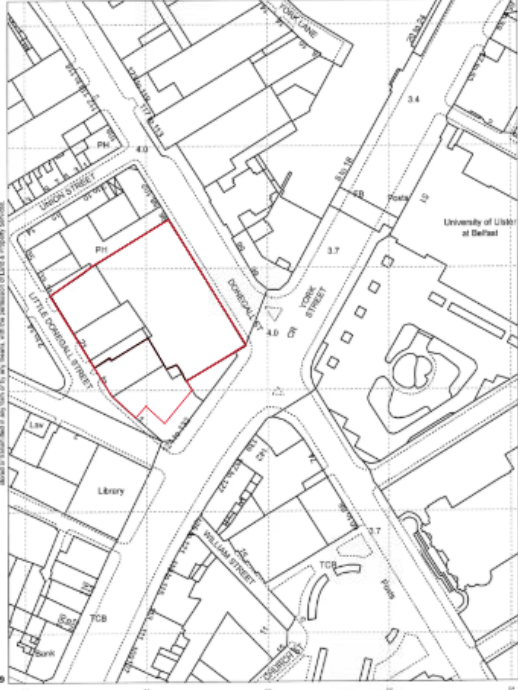
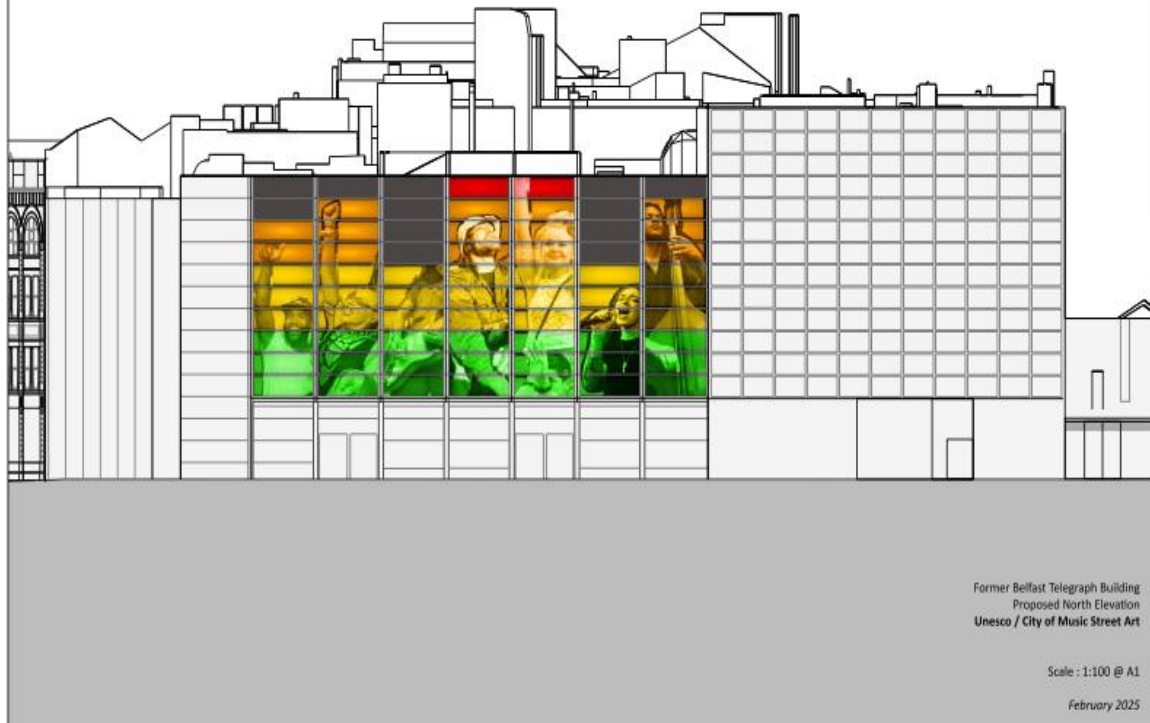


Development Management Officer Report Committee Application

Summary	
Application Ref: LA04/2025/0311/A	Committee Meeting Date: 12 th August 2025
Proposal: Street Art directly on facade of Donegall Street Elevation	Location: Telegraph Building, 124-144 Royal Avenue, Belfast, BT1 1DN
Referral Route: BCC Application	
Recommendation:	Advertisement Consent to be granted
Applicant Name and Address: Shauna McGowan, Belfast City Council 9-12 Adelaide Street, Belfast, BT1 5GS	Agent Name and Address: Shauna McGowan, Belfast City Council 9-12 Adelaide Street, Belfast, BT1 5GS
<p>Executive Summary:</p> <p>Advertisement Consent is sought for Street Art directly on facade of Donegall Street Elevation.</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none">• Impact on the setting of Listed Buildings• Impact on Public Safety <p>Historic Environment Division and DfI Roads were consulted, and both have no objection to the proposal.</p> <p>There have been no other objections or representations from third parties.</p> <p>Recommendation</p> <p>Having regard to the development plan and other material considerations, the proposal is acceptable.</p> <p>It is recommended that planning permission is approved. Delegated authority is sought for the Director of Planning and Building Control to finalise the wording of conditions and deal with any other issues that arise, provided that they are not substantive.</p>	

Officer Report	
1.0	Drawings
1.1	<div><p>Site Location</p><p>Proposed Plans</p></div>



2.0	Characteristics of the Site and Area
2.1	The site is located at Telegraph Building 124-132 Royal Avenue, Donegall Street. The area is characterized by a variety of multi-storey office development with ground floor retail outlets. The University of Ulster Belfast Campus is located to the east of the site.
3.0	Description of Proposal
3.1	The application is advertising consent for Street Art directly on facade of Donegall Street Elevation.
4.0	Planning Policy and Other Material Considerations
4.1	Development Plan – operational policies Belfast Local Development Plan, Plan Strategy 2035
4.1.1	Policies in the Plan Strategy relevant to the application include the following: <ul style="list-style-type: none"> • Policy DES4 – Advertising and Signage
4.1.2	<u>Supplementary Planning Guidance</u> Advertising and Signage
4.2	Development Plan – zoning, designations and proposals maps Belfast Urban Area Plan (2001) BUAP Draft Belfast Metropolitan Area Plan 2015 (v2004)

	Draft Belfast Metropolitan Area Plan 2015 (v2014)
4.3	<p>Regional Planning Policy Regional Development Strategy 2035 (RDS) Strategic Planning Policy Statement for Northern Ireland (SPPS)</p>
4.4	<p>Relevant Planning History</p> <p>LA04/2024/0203/LBC - Former Belfast Telegraph complex at 124-144 Royal Avenue - Demolition of attached structures, retention and restoration of the listed Seaver building comprising internal reconfiguration works, façade restoration of dormers, replacement windows and reinstatement of original entrance to southern façade. Permission Granted, 30.07.2024</p> <p>LA04/2024/0190/F - Former Belfast Telegraph complex at 124-144 Royal Avenue - Renewal of planning permission ref: LA04/2018/1991/F for the demolition of existing non listed buildings and redevelopment of site with 6-8 storey buildings to accommodate office led mixed use development comprising Class B1 (a) office, ancillary Class B2 industrial floorspace, active ground floor uses retail (A1), restaurants, cafes and bars (sui generis); basement parking and associated access and circulation. Proposals include the retention and restoration of the listed Seaver building comprising façade restoration; new roof and reintroduction of dormers, replacement windows and reinstatement of original entrance to southern façade. Permission Granted, 30.07.2024</p> <p>LA04/2024/0054/F - Former Print Hall, Ground Floor, 124-144 Royal Avenue - Change of use to conference centre facility with associated use as events/entertainment space – Permission Granted, 12.04.2024.</p> <p>LA04/2022/0155/F - Ground floor print hall, 122-144 Royal Avenue - Extension of time for temporary change of use of and alterations of former printing hall to event space for a period of 18 months – Permission Granted, 30.08.2022</p> <p>LA04/2021/2825/A - Former Belfast Telegraph Printworks, 124-132 Royal Avenue - Retention of mesh banner signage (19.1m by 9.84m) for a temporary period of 24months. Permission Refused, 15.04.2022.</p> <p>LA04/2021/1586/A - Former Belfast Telegraph Printworks, 124-132 Royal Avenue - Proposed mesh banner signage (19.1m x 9.84m) for a temporary basis of 24months – Permission Refused, 10.11.2021.</p> <p>LA04/2020/0662/A - Former Belfast Telegraph Printworks, 124-132 Royal Avenue – Mesh banner signage (19.1m X 9.84m) (temporary for 1 year) – Permission Granted, 27.08.2020.</p> <p>LA04/2019/0878/F - Ground floor print hall, 122-144 Royal Avenue - Extension of time for temporary change of use of and alterations of former printing hall to event space for a period of 3 years - Permission Granted, 30.10.2019.</p> <p>LA04/2018/1991/F - Former Belfast Telegraph complex at, 124-144 Royal Avenue and, 1- 29 Little Donegall Street - Demolition of existing non listed buildings and redevelopment of site to accommodate office led mixed use development comprising Class B1 (a) office, ancillary Class B2 industrial floorspace, active ground floor uses retail (A1), restaurants, cafes and bars (sui generis); basement parking and associated access and circulation. Proposals include the retention and restoration of the listed Seaver building comprising facade restoration, new roof and reintroduction of dormers,</p>

	<p>replacement windows and reinstatement of original entrance to southern façade [amended scheme] – Permission Granted, 22.02.2019</p> <p>LA04/2018/1968/LBC - Former Belfast Telegraph complex at, 124-144 Royal Avenue and, 1-29 Little Donegall Street - Demolition of attached structures, retention and restoration of the listed Seaver building comprising internal reconfiguration works, facade restoration of dormers, replacement windows and reinstatement of original entrance to southern façade - Permission Granted, 22.02.2019.</p>
5.0	Consultations and Representations
5.1	<p>Statutory Consultations. DFI Roads – No Objection HED – No Objection</p>
5.2	<p>Non-Statutory Consultations None</p>
5.3	<p>Representations There have been no objections or representations from third parties.</p>
6.0	PLANNING ASSESSMENT
6.1	Development Plan Context
6.1.1	Section 6(4) of the Planning (Northern Ireland) Act 2011 states that in making any determinations under the Act, regard is to be had to the local development plan, and the determination must be made in accordance with the plan unless material considerations indicate otherwise.
6.1.2	Section 45(1) of the Act states that in determining planning applications, the Council must have regard to the local development plan, so far as material to the application, and to any other material considerations.
6.1.3	The Belfast Local Development Plan (LDP), when fully completed, will replace the Belfast Urban Area Plan 2001 as the statutory Development Plan for the city. The Belfast LDP will comprise two parts. Part 1 is the Plan Strategy, which contains strategic and operational policies and was adopted on 02 May 2023. Part 2 is the Local Policies Plan, which will provide the zonings and proposals maps for Belfast and has not yet been published. The zonings and proposals maps in the Belfast Urban Area Plan 2001 remain part of the statutory local development plan ("Departmental Development Plan") until the Local Policies Plan is adopted.
6.1.4	Operational policies – the Plan Strategy contains a range of operational policies relevant to consideration of the application, which are set out in section 4.0 of this report. The Plan Strategy replaces the operational policies previously provided by the Departmental Planning Policy Statements (PPSs). Those policies no longer have effect, irrespective of whether planning applications have been received before or after the adoption date (par. 1.11 of the Strategic Planning Policy Statement).
6.1.5	Proposals Maps – until such time as the Local Policies Plan is adopted, the Council must have regard to the land-use zonings, designations, and proposals maps in the Belfast Urban Area Plan 2001, both versions of the draft Belfast Metropolitan Area Plan

	<p>(v2004 and v2014) (draft BMAP 2015) and other relevant area plans. The weight to be afforded to these proposals is a matter for the decision maker. It is considered that significant weight should be given to the proposals map in draft BMAP 2015 (v2014) given its advanced stage in the development process, save for retail policies that relate to Sprucefield which remain contentious.</p>
6.1.6	<p>The site is located within the settlement development limit in the BUAP and is not zoned for any use. The site is within the City Centre and un-zoned “white land” in the 2004 version of draft Belfast Metropolitan Area Plan 2015 and is designated as a Character Area (CC 015) and within the city centre boundary (CC 001). In draft BMAP 2015 version from 2014 the site is also located within the settlement development limits of Belfast and within a Character Area (CC 015), and within the city centre boundary (CC 001).</p>
6.2	<p>Key Issues</p>
6.2.1	<p>The key issues to be considered in this application are:</p> <ul style="list-style-type: none"> • Impact on Listed Buildings. • Impact on Public Safety • Impact on Amenity
6.2.2	<p><i>Relevant policy:</i></p> <p>The proposal is assessed against Policy DES4 of the Plan Strategy and the guidance set out in the Advertising and Signage SPG (“SPG”). Policy DES 4 states that:</p> <p><i>‘Planning permission will be granted for advertisements and signage where it has been demonstrated that they:</i></p> <ul style="list-style-type: none"> <i>a. Are of good design quality, are located sensitively within the streetscape and do not have a negative impact on amenity;</i> <i>b. Will not result in clutter when read in addition to existing advertising and signage in the area;</i> <i>c. Will not adversely impact listed buildings, conservation areas or ATCs and their Settings’ and</i> <i>d. Do not prejudice road safety and the convenience of road users.</i> <p><i>In all cases applications for advertising consent will be expected to adhere to supplementary planning guidance.’</i></p>
6.2.3	<p>The proposal is assessed against the relevant criteria below.</p>
6.2.4	<p>Guidance on advertisements is provided at paragraphs 6.52 to 6.60 of the SPPS.</p>
6.3.	<p>Impact on public safety</p>
6.3.1	<p>Criterion d. of Policy DES 4 states that permission for advertisements will be granted for signage which does not prejudice road safety and the convenience of road users. Policy DES 4 paragraph 7.2.35 and the SPG (Para 4.6.1) acknowledges that the very nature of advertisements and signs are designed to attract the attention of passers-by and therefore have the potential to impact on road safety and that the Council will expect all advertisements to accord with the supplementary guidance with regard to its impact on public safety. The SPG advises that the Council will have regard to effect of an advertisement upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians).</p>

6.3.2	<p>The SPG at paragraph 4.6.2 outlines the main types of advertisements and signs which are likely to pose a threat to public safety. Those criteria which the proposal is in compliance of are set out below:-</p> <p><i>(a) Those which obstruct or impair sight lines at corners, bends or at a junction or at any point of access to a road.</i></p> <p><i>(b) Those which, by virtue of their size or siting (orientation/angle to road), would obstruct or confuse a road user's view or reduce the clarity or effectiveness of a traffic sign or traffic signal, or those which would be likely to distract road users because of their unusual design.</i></p> <p><i>(c) Signs which leave insufficient clearance on or above any part of the road or footpath, or insufficient lateral clearance for vehicles on the carriageway.</i></p> <p><i>(d) Those which are located so as to impair the safety of any person looking at them because there is no protection from moving vehicles or where the footpath is narrow at the point where the public stop to look at them.</i></p> <p><i>(e) Illuminated signs:</i></p> <ul style="list-style-type: none"> • <i>Where the means of illumination is directly visible from any part of the road.</i> • <i>Which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals.</i> • <i>Which, because of their size or brightness, could result in glare or dazzle, or otherwise distract road users especially in wet or misty weather.</i> <p><i>(f) Signs which incorporate moving or apparently moving elements in their display, especially where the whole message is not displayed at one time therefore increasing the time taken to read the whole message.</i></p> <p><i>(g) Those which resemble traffic signs because of their colour or content or those which embody directional or other traffic elements, and which could therefore cause confusion with traffic signs.</i></p> <p><i>(h) Signs sited or designed primarily to be visible from a motorway or other special road;</i></p>
6.3.3	<p>The SPG further advises that in assessing the impact on road safety, a consideration for the council will be whether the advertisement/sign itself or its location is likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity, be they drivers, cyclists or pedestrians.</p>
6.3.4	<p>DFI Roads were consulted and have no objection to the proposal. The council deem that the proposal complies with all the criteria outlined under paragraph 4.6.2 of the SPG. Therefore, the proposal would not impact on public safety.</p>
6.4	<p>Impact on Listed Buildings</p>
6.4.1	<p>Criterion c. of Policy DES 4 states that permission for advertisements will be granted for when advertisements do not adversely impact listed buildings, conservation areas or ATCs and their settings.</p>

6.4.2	The application site impacts upon HB26/50/323 Congregational Church 101-103 Donegal Street Belfast County Antrim BT1 2FJ (Grade B1) and HB26/50/189 Irish News Office, 113 Donegal Street Belfast County Antrim BT1 2GE (Grade B2) which are of special architectural or historic interest and is protected by Section 80 of the Planning Act (NI) 2011.
6.4.3	Historic Environment Division were consulted and have no objection to the proposal. Officers deem that the proposal complies with Criterion c. of Policy DES 4 and will not adversely impact listed buildings or their settings.
6.5	Impact on Amenity
6.5.1	Criterion a. of Policy DES 4 states that permission for advertisements will be granted for signage that are of good design quality, are located sensitively within the streetscape and do not have a negative impact on amenity.
6.5.2	Criterion b. of Policy DES 4 states that advertisements will be permitted which do not result in clutter when read in addition to existing advertising and signage in the area.
6.5.3	The proposed advertisements are of acceptable design quality, and although of large scale, will contribute to a visually interesting streetscape and would not negatively impact on amenity. The proposal would not result in clutter when read in addition to existing advertising and signage in the area.
6.5.4	The proposal is therefore compliant with criteria a and b of Policy DES 4.
7.0	Recommendation
7.1	Having regard to the development plan and other material considerations, the proposal is considered acceptable. It is recommended that planning permission is approved.
7.2	Delegated authority is sought for the Director of Planning and Building Control to finalise the wording of conditions and deal with any other issues that arise, provided that they are not substantive.
DRAFT CONDITION: 1. The advertisement hereby permitted must be erected within five years from the date of this consent. Reason: To avoid accumulation of unimplemented consents.	