

## Development Management Officer Report Committee Application

<b>Summary</b>	
<b>Committee Meeting Date:</b>	<b>Item Number:</b>
<b>Application ID:</b> Z/2013/0557/A	<b>Target Date:</b>
<b>Proposal:</b> Retrospective Hoarding and shrouding on scaffolding	<b>Location:</b> Carlton House 1-6 Shaftesbury Square Belfast BT2 7DA
<b>Referral Route:</b>  Applicant - Belfast City Council	
<b>Recommendation:</b>	Consent to display
<b>Applicant Name and Address:</b> Belfast City Council Belfast City Hall Belfast BT1 5GS	<b>Agent Name and Address:</b>
<p><b>Executive Summary:</b></p> <p>The proposal is for the retention of an advertising hoarding and shroud on scaffolding</p> <p>Main issues to considered in this case:</p> <p>The site is located within an existing retail/commercial area within the city centre limits, on a main thoroughfare into and out off the city and is designated within BMAP as being a City Centre Gateway site. The host building is in a very poor state of repair.</p> <ul style="list-style-type: none"> <li>• Impact on amenity and character of the area</li> <li>• Public safety</li> </ul> <p>TransportNI has considered the proposal to have no public safety issues and offered no objection.</p> <p>No representations have been received</p> <p>The proposal does not conflict with the requirements of the SPPS and is generally compliant, as a temporary Advert, with Planning Policy Statement 17 policy AD 1 and related guidance. The hoarding on a temporary basis screens an unsightly building awaiting re-development.</p> <p>Recommendation – Grant Consent for a time limited period of two years</p>	

## Case Officer Report

### Site Location Plan



### Consultations:

Consultation Type	Consultee	Response
Non Statutory	NI Transport - Hydebank	No Objection

### Representations:

Letters of Support	None Received
Letters of Objection	None Received
Number of Support Petitions and signatures	No Petitions Received
Number of Petitions of Objection and signatures	No Petitions Received

### Summary of Issues

### Characteristics of the Site and Area

#### 1.0 Description of Proposed Development

- 1.1 Permission is sought for the erection/retention of a hoarding and shroud advertisement attached to scaffolding surrounding a vacant office building.

#### 2.0 Description of Site

- 2.1 The site occupies a corner plot at the junction of Shaftsbury Square and Fulton Street. The site is a vacant office building of five stories in height, of concrete construction and of no architectural merit. The building is in a state of disrepair. A hoarding of approximately 2.4m high surrounds the ground floor of the building with a mesh shroud banner surrounding the remaining floors. The hoarding and shroud depict scenes from around Belfast city with the logo 'Building a Better Future', although the building itself does not belong to Belfast City Council.

## Planning Assessment of Policy and Other Material Considerations

### 3.0 Site History

- 3.1 Z/1999/2374/F Change of use from offices to hotel; small extension to front of building and provision of screen/roof to plant-room accommodation.
- 3.2 Z/2003/0444/F Erection of two additional storeys on office building, including extension to front elevation, external alterations and use of ground and first floors for retail or offices – Permission granted
- 3.3 Z/2010/0966/A Hoarding/Plastic sheet cladding – application withdrawn

### 4.0 Policy Framework

- 4.1 Belfast Metropolitan Area Plan 2015
  - 4.1.1 CC 013 Shaftesbury Square Character Area – site annotated as City Centre Gateway
- 4.2 Planning Policies
  - 4.2.1 Strategic Planning Policy Statement (SPPS)
  - 4.2.2 Planning Policy Statement 17 (PPS 17)

### 5.0 Statutory Consultees Responses

- 5.1 DRD Transport NI – no objection

### 6.0 Non Statutory Consultees Responses

- 6.1 N/A

### 7.0 Representations

- 7.1 There have been no third party comments received regarding this application.

### 8.0 Other Material Considerations

- 8.1 N/A

### 9.0 Assessment

9.1 The proposal is considered to be in accordance with BMAP, the local development plan.

9.2 The site is located within an existing retail/commercial area within the city centre limits. The site is also located on a main thoroughfare into and out of the city and is designated within BMAP as being a City Centre Gateway site.

9.3 The proposal does not conflict with the requirements of the SPPS, in that the development is within the development limits and is unlikely to cause harm to areas of acknowledged importance. The main areas of acknowledged importance are set out in policy document PPS 17 policy AD 1 and related guidance.

9.4 Policy AD 1 sets out two distinct areas to be considered, these being public safety and amenity. Public safety is usually taken to mean impact on traffic flow in terms of

being distracting to drivers; amenity is usually taken to mean the affect the sign will have on the host building and character of the surrounding area. Paragraphs 15 -17 sets out the guidance for the display of shroud advertisements with paragraph 16 being the most relevant. This paragraph speaks of the potential impacts of the advertisement on both the host building and surrounding area and the provisions required to be fulfilled for likely acceptability. The guidance states that there is a potential for serious conflict, taking into consideration the size of shroud advertisements, on the visual amenity of the host building and the surrounding area. It goes on to say that shrouds are likely only to be acceptable in commercial areas, be attached to scaffolding surrounding the building and where a contract has been drawn up for works to commence to the building.

9.5 The shroud in this case complies with two of the above provisions; it is within a commercial area and attached to scaffolding surrounding the building. However, it would appear that a contract has not as yet been drawn up for works to commence at the site.

9.6 Whilst the shroud does not comply with the third provision, it is difficult to see the benefit for the surrounding area and for the City as a whole for this advertisement to be removed to reveal a derelict building in a bad state of repair, particularly at this gateway location.

Furthermore, the content of the advertisements is scenes of Belfast and a generic reference to a hotel being built on the site. It is not used for individual commercial benefit which would have the potential to prolong the use of the site for advertisement purposes.

9.7 TransportNI have considered the proposal to have no public safety issues and offered no objection.

9.8 Officers are of the view that the proposal complies with Policy AD 1 - there are no impacts on public safety and the amenity is not unacceptably affected given the state of repair of the host building which if exposed has the potential to have a greater negative impact on the surrounding amenity.

#### 10.0 Recommendation

10.1 The proposal is in accordance with BMAP and having regard to the policy context and other material considerations above, the proposal is considered acceptable on a temporary basis and planning permission is recommended subject to time limit conditions.

10.2 Approve with a time limited condition of two years - this will allow a period of time for the potential re-development of the site to come forward without the commitment of the Council to a permanent advertisement which would otherwise be unacceptable.

Grant Consent with a time limited condition of two years.

Neighbour Notification Checked

N/A

Summary of Recommendation:

Consent

Conditions

The advertisement and supporting structure and hoarding as detail on approved drawings 01 and 02 date stamped 20<sup>th</sup> May 2013, shall be removed on or before two years from the date of this decision.

Reason: The permanent retention of this advertisement will have an unacceptable impact on the amenity of the site and surrounding area.

<b>ANNEX</b>	
<b>Date Valid</b>	20th May 2013
<b>Date First Advertised</b>	N/A
<b>Date Last Advertised</b>	N/A
<b>Details of Neighbour Notification</b> (all addresses) The Owner/Occupier,	
<b>Date of Last Neighbour Notification</b>	
<b>Date of EIA Determination</b>	
<b>ES Requested</b>	No
<b>Planning History</b>	
<p>Ref ID: Z/1999/2919/F            Proposal: ALTERATIONS AND CHANGE OF USE TO PART GROUND FLOOR AND TWO STOREY EXTENSION AND RE-CLADDING EXISTING FACADE            Address: CARLTON HOUSE, SHAFTESBURY SQUARE, BELFAST            Decision:            Decision Date: 08.01.2000</p>	
<p>Ref ID: Z/1999/2798            Proposal:            Address:            Decision:            Decision Date:</p>	
<p>Ref ID: Z/1998/2401            Proposal: Retention of existing parking areas and commercial uses on basement,ground,1st and 2nd floors; conversion of existing 3rd &amp; 4th floors and construction of new 5th floor to form 21 self-contained apartments including formation of new stairways, ground floor entrance foyer and new elevation treatment to existing building facades            Address: CARLTON HOUSE, SHAFTESBURY SQUARE, BELFAST BT2            Decision:            Decision Date:</p>	

Ref ID: Z/1985/0169  
Proposal: ERECTION OF NEW SHOP FRONT  
Address: CARLTON HOUSE, 7-9 SHAFTSBURY SQUARE  
Decision:  
Decision Date:

Ref ID: Z/1996/2017  
Proposal: Erection of fascia sign with integral projecting sign  
Address: SHAFTESBURY SQUARE POST OFFICE 7-9 SHAFTESBURY SQUARE,  
BELFAST  
Decision:  
Decision Date:

Ref ID: Z/1991/2920  
Proposal: Erection of illuminated signs  
Address: POST OFFICE 7/9 SHAFTESBURY SQUARE BELFAST  
Decision:  
Decision Date:

Ref ID: Z/1995/2701  
Proposal: Alterations to existing post office  
Address: SHAFTESBURY SQUARE POST OFFICE 7-9 SHAFTESBURY SQUARE,  
BELFAST  
Decision:  
Decision Date:

Ref ID: Z/2000/2443/F  
Proposal: Amendment of existing approval to include rooftop plant room  
accommodation.  
Address: Carlton House, 7-11 Shaftesbury Square, & 6-14 Donegall Pass Belfast  
Decision:  
Decision Date: 08.01.2001

Ref ID: Z/1999/3062/F  
Proposal: Change of use of ground and first floor offices to licensed bar and restaurant  
Address: Carlton House, Shaftesbury Square  
Decision:  
Decision Date: 24.02.2000

Ref ID: Z/1999/2374  
Proposal: Change of use from offices to hotel; small extension to  
front of building and provision of screen/roof to  
plant room accommodation. (Amended Scheme)  
Address: CARLTON HOUSE, SHAFTESBURY SQUARE, BELFAST BT2

Decision:  
Decision Date:

Ref ID: Z/2003/0444/F

Proposal: Erection of two additional storeys on office building, including extension to front elevation, external alterations and use of ground and first floors for retail or offices.  
Address: Carlton House, Shaftesbury Square, Belfast, BT2 7DP

Decision:  
Decision Date: 23.05.2003

Ref ID: Z/2010/0966/A

Proposal: Hoarding/Plastic sheet cladding  
Address: Carlton House, 1-6 Shaftesbury Square, Belfast, BT7 1BS,

Decision:  
Decision Date: 05.10.2010

Ref ID: Z/1998/2392

Proposal: Change of use from offices to hotel including retention of car park, small extension to front of building and provision of roof over existing plant room accommodation  
Address: CARLTON HOUSE, SHAFTESBURY SQUARE, BELFAST BT2

Decision:  
Decision Date:

Ref ID: Z/2013/0158/A

Proposal: 3 Box signs  
Address: Equality House, Shaftesbury Square, Belfast, BT2 7DP,

Decision: CG  
Decision Date: 09.05.2013

Ref ID: Z/2013/0557/A

Proposal: Hoarding and shrouding on scaffolding  
Address: Carlton House, 1-6 Shaftesbury Square, Belfast, BT2 7DA,

Decision:  
Decision Date:

### **Summary of Consultee Responses**

No objection

### **Drawing Numbers and Title**



Drawing No. 01  
Type: site location map  
Status: Submitted

Drawing No. 02  
Type: advertisement location  
Status: Submitted

Drawing No.  
Type:  
Status: Submitted

Drawing No.  
Type:  
Status: Submitted

Drawing No.  
Type:  
Status: Submitted

Drawing No.  
Type:  
Status: Submitted

**Notification to Department (if relevant)**

Date of Notification to Department: N/A  
Response of Department:

**Representations from Elected members - None**