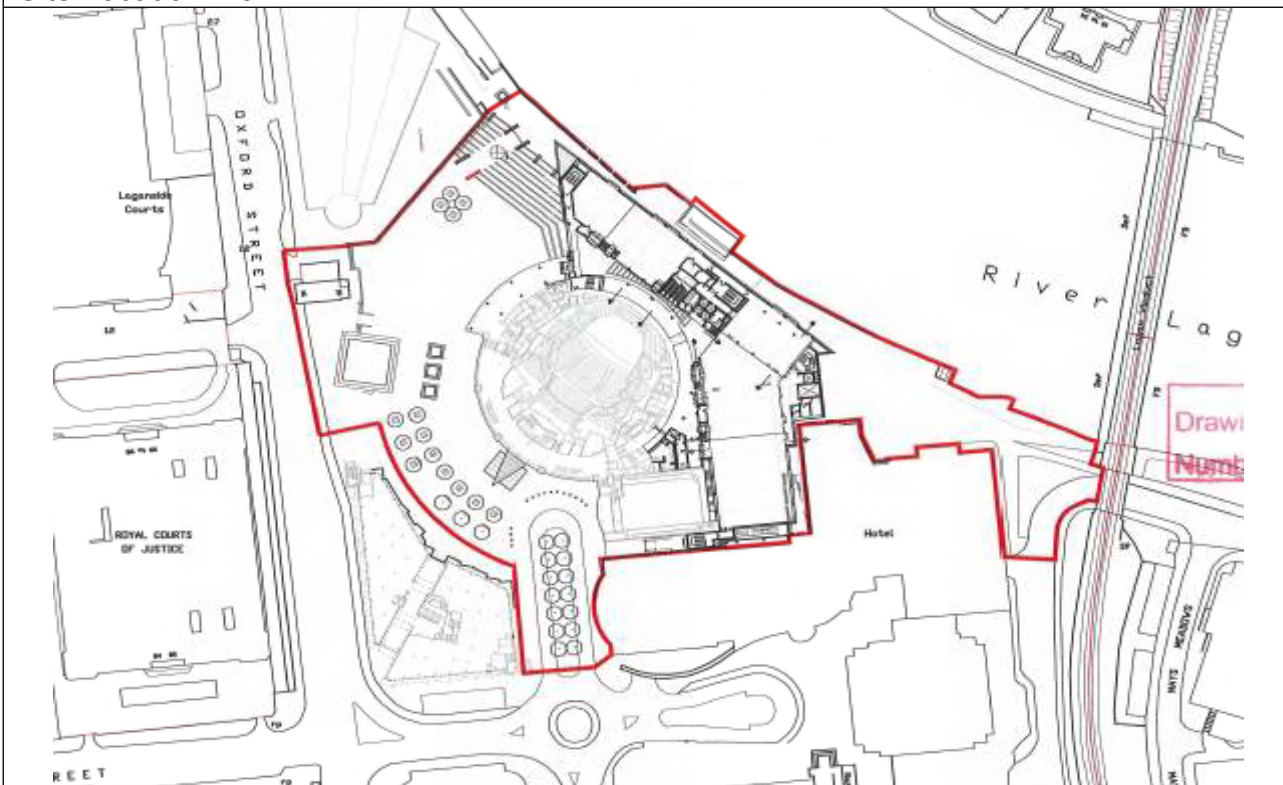


Development Management Officer Report Committee Application

Summary	
Committee Meeting Date:	Item Number:
Application ID: LA04/2016/1259/A	Target Date: 19 th September 2016
Proposal: 2no. vertical banners to Oxford Street and River Lagan (Retrospective)	Location: Waterfront Hall Conference and Exhibition Centre 2 Lanyon Place Belfast BT1 3WH
Referral Route: Proposed signage to be located on property associated with Belfast City Council	
Recommendation:	Grant Consent.
Applicant Name and Address: Belfast Waterfront and Ulster Hall Limited Waterfront Hall 2 Lanyon Place Belfast BT1 3WH	Agent Name and Address: Todd Architects 2nd Floor Titanic House 6 Queens Road Belfast BT3 9DT
<p>Executive Summary:</p> <p>The application seeks full planning consent for the display of 2no. banner advertisements. . The main issues to be considered in this case are:</p> <ul style="list-style-type: none"> • The principle of the development at this location; • Impact on the character of the area; <p>The site is located within the development limits of Belfast in the Belfast Metropolitan Area Plan and is identified as whiteland i.e. no specific land use zoning. The principle of development is acceptable at the site.</p> <p>The proposal has been assessed against Strategic Planning Policy Statement (SPPS) and Planning Policy Statement 17 (PPS 17).</p> <p>Consultees offered no objections to the proposal</p> <p>No objections or third party comments have been received.</p> <p>Having regard to the development plan, relevant planning policies, and other material considerations, it is determined that the development will not result in demonstrable harm to the character of the area or the host building. Approval is recommended with standard location condition applied.</p>	
Signature(s):	

Case Officer Report

Site Location Plan



1.0 Characteristics of the Site and Area

- 1.1 The site, where the proposed signage is to be displayed, is the new extension to the Water-Front Hall Conference Centre and Concert Hall. The site is a three storey section of the hall which is finished in a Perspex cladding and extensive areas of glazing. One sign will be located on an elevation overlooking a paved area of open space fronting the Hall and the other will be located on the elevation backing onto the river Lagan.
- 1.2 The Waterfront Hall is a large building designed as a conference hall and concert facility with ample public space surrounding. The surrounding area is in commercial use with a dominance of office use with a hotel and Court House in close proximity. The river behind the site separates it from residential apartment accommodation on the opposite bank.

Planning Assessment of Policy and Other Material Considerations

2.0 Site History

- 2.1 There are numerous applications at this site but none with particular relevant to this application

3.0 Policy Framework

- 3.1 Belfast Metropolitan Area Plan 2015
 3.2 Strategic Planning Policy Statement
 3.3 Planning Policy Statement 17

4.0 Statutory Consultees Responses

4.1 TransportNI – no objection

5.0 Non Statutory Consultees Responses

5.1 N/A

6.0 Representations

6.1 No third party comments have been received regarding the proposal

7.0 Assessment

7.1 BMAP designations

The site is located within the development limits of the City as designated within Belfast Metropolitan Area Plan, no other specific land use zoning on site. The presumption is therefore in favour of development subject to other planning considerations as detailed below.

7.2 SPPS

The SPPS acknowledges that all advertisements have an impact on the surrounding area and on the host building where they are displayed and accepts that there is a need for balance between the needs of the advertiser and protection of the surrounding character. It also accepts there is a need to ensure that advertisements do not prejudice public safety. The issues expressed in the SPPS are therefore controlled via planning policy as mentioned below.

7.3 Planning Policy Statement 17 (PPS 17)

Policy AD 1 of PPS 17 sets out two distinct areas to be considered when assessing an application for signage; impact on public safety and surrounding amenity.

Public safety is usually taken to mean potential impact on traffic flow by whichever means. Regarding this proposal TransportNI was consulted, having considered the proposal they offered no objection to it, indicating a negligible impact on public safety.

Impact on amenity is usually taken to mean impact on the character of the surrounding area and on the host building. I am satisfied that the proposed signage will not detract from the host building, a large conference/concert facility of modern design. The signs are in the form of banners draped on the side of the building offering a welcome in numerous languages. The signage, though large in scale are located on a large blank backdrop of the host building, it does not break the roof line of the building therefore does not upset the rhythm of the building form. The modern cladding material of the building helps the signage to blend and not to be overly prominent. The building is situated in a commercial area with office, hotel, restaurants and a Court Building nearby; the character therefore is one of commercial activity. The signage, as proposed, will not be significantly impacted by the surrounding commercial character, given the use of the building large signs would not be out of character. The signage therefore does not significantly detract from this area where it is common for signage to be erected.

I am content to recommend Consent to Display the proposal complying with area plan and relevant planning policy.

Summary of Recommendation: Approval - proposal complies with Area Plan and relevant planning policies

Conditions

1. The sign shall be erected in the position shown on the approved plans 01, 02 & 03 date stamped 2nd June 2016

Reason: In the interests of road safety and the convenience of road users

ANNEX	
Date Valid	20th June 2016
Date First Advertised	N/A
Date Last Advertised	N/A
Details of Neighbour Notification: N/A	
Date of Last Neighbour Notification	N/A
Date of EIA Determination	
ES Requested	No
Planning History	
<p>Ref ID: LA04/2015/1127/DC Proposal: Discharge of condition re Z/2013/1365/F Address: Land bounded by, Waterfront Hall, 2 Lanyon Place and, the River Lagan, Belfast, BT1 3WH, Decision: AL Decision Date:</p>	
<p>Ref ID: LA04/2015/1379/A Proposal: 2 No. illuminated box signs Address: 1 Lanyon Quay, Belfast, BT1 3LG, Decision: CG</p>	
<p>Ref ID: LA04/2016/0318/DC Proposal: Discharge of conditions - discharge of external lighting scheme on the building elevation. Address: Belfast Waterfront Conference and Exhibition Centre,</p>	
<p>Ref ID: LA04/2016/1259/A Proposal: 2no. vertical banners to Oxford Street and River Lagan (Retrospective) Address: Waterfront Hall Conference and Exhibition Centre, 2 Lanyon Place, Belfast, BT1 3WH, Decision: CG</p>	
<p>Ref ID: LA04/2016/1844/A Proposal: Three vertical totems Address: Waterfront Hall Conference and Exhibition Centre, 2 Lanyon Place, Belfast, BT1 3WH,</p>	

Summary of Consultee Responses

No objection to the proposal

Drawing Numbers and Title

Drawing No. 01
Type: Site Location Plan
Status: Approved

Drawing No. 02
Type: Proposed Elevations
Status: Approved

Drawing No. 03
Type: Proposed Elevations
Status: Approved

Notification to Department: N/A