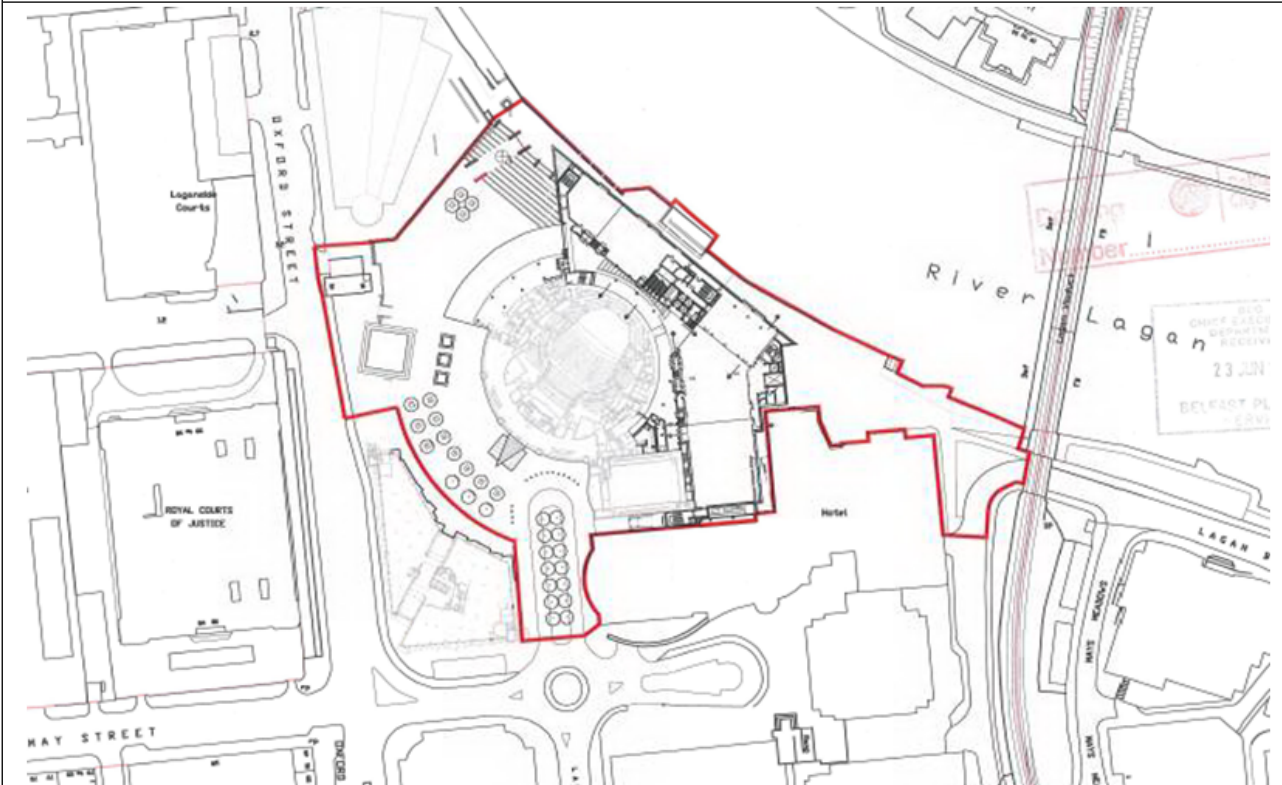


## Development Management Officer Report Committee Application

<b>Summary</b>	
<b>Committee Meeting Date:</b>	<b>Item Number:</b>
<b>Application ID:</b> LA04/2016/1844/A	<b>Target Date:</b>
<b>Proposal:</b> Three vertical totems	<b>Location:</b> Waterfront Hall Conference and Exhibition Centre 2 Lanyon Place Belfast BT1 3WH
<b>Referral Route:</b> Proposed signage to be located on property associated with Belfast City Council	
<b>Recommendation:</b>	
<b>Applicant Name and Address:</b> Belfast Waterfront and Ulster Hall Limited Waterfront Hall 2 Lanyon Place Belfast BT1 3WH	<b>Agent Name and Address:</b> Todd Architects 2nd Floor Titanic House 6 Queens Road Belfast BT3 9DT
<b>Executive Summary:</b>	
<p>The application seeks full planning consent for the display of 3no. totem advertisements.</p> <p>. The main issues to be considered in this case are:</p> <ul style="list-style-type: none"> <li>• The principle of the development at this location;</li> <li>• Impact on the character of the area;</li> </ul> <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>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 planning condition applied.</p>	
<b>Signature(s):</b>	

## Case Officer Report

### Site Location Plan



### Characteristics of the Site and Area

1.0 The site is an area of public open space fronting the Waterfront Hall Conference Centre and Concert Hall. The site is laid-out in granite paving stones and contains seating area and statue of public art work. The surrounding area is dominated by commercial use with office buildings, hotel and Courts Houses in close proximity.

### 2.0 Planning Assessment of Policy and Other Material Considerations

3.0 Site History

3.1 LA04/2016/1259/A Retention of banner signs to Waterfront Hall

4.0 Policy Framework

4.1 Belfast Metropolitan Area Plan 2015

4.2 Strategic Planning Policy Statement

4.3 Planning Policy Statement 17

5.0 Statutory Consultees Responses

5.1 N/A

6.0 Non Statutory Consultees Responses

6.1 N/A

7.0 Representations

7.1 No third party comments have been received regarding the proposal

8.0 Other Material Considerations

8.1 N/A

## 9.0 Assessment

### 9.1 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.

### 9.2 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.

### 9.3 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 the totems are located on private land and are minimally visible from the public roadway. Taking into consideration the location of the signs and the lack of impact on passing traffic it is accepted that there is 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. The proposed signage will not detract from the Waterfront Hall or the surrounding area. The totem signs are placed close to the two main accesses to the building giving visitors directions to navigate the site. The size of the totems is approximately 2.0m in height and 0.8m wide given the multi-storey heights of the surrounding properties the totems do not form an incongruous feature at this location and integrate successfully in the surroundings.

The proposal is considered to comply with the area plan and relevant planning policy and it is recommended that consent to display is granted.

**Summary of Recommendation:** Consent to Display – totem signage complies with planning policy

### Conditions

1. The sign shall be erected in the position shown on the approved plans 01, 02 & 03 dated and stamped 23 June 2016

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

### Signature(s)

**Date:**

<b>ANNEX</b>	
<b>Date Valid</b>	24th August 2016
<b>Date First Advertised</b>	
<b>Date Last Advertised</b>	
<b>Details of Neighbour Notification</b> N/A	
<b>Planning History</b>	
<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,</p>	
<b>Drawing Numbers and Title</b>	
<p>Drawing No. 01            Type: Site Location Plan            Status: Approved</p> <p>Drawing No. 02            Type: Proposed Plans            Status: Approved</p> <p>Drawing No. 03            Type: Detailed Drawing Plans            Status: Approved</p>	
<b>Notification to Department (if relevant)</b>	
<p>Date of Notification to Department: N/A            Response of Department:</p>	