

## Development Management Report Committee Application

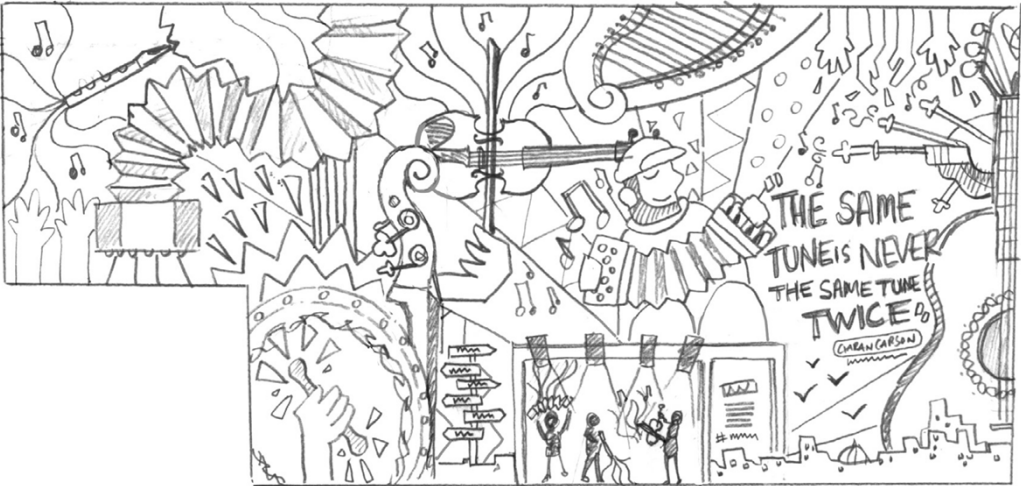
<b>Summary</b>	
<b>Application ID:</b> LA04/2018/1605/A	<b>Date of Committee:</b> 14 August 2018
<b>Proposal:</b>  City of Music artwork banner to be attached to existing frame (temporary for 2 years)	<b>Location:</b>  Land at 22-30 King Street, Belfast
<b>Referral Route:</b> Belfast City Council application	
<b>Recommendation:</b>	Approval
<b>Applicant Name and Address:</b>  City Regeneration and Development Belfast City Council 9-21 Adelaide Street Belfast BT2 8DJ	
<p><b>Executive Summary:</b></p> <p>Advertisement Consent is sought for an artwork banner to be attached to existing frame (temporary for 2 years)</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> <li>• If the proposal respects amenity, when assessed in the context of the general characteristics of the locality; and</li> <li>• That the proposal does not prejudice public safety</li> </ul> <p>The site is located within the city development limits for Belfast as designated within the Draft Belfast Metropolitan Area Plan 2004. It falls within the Primary Retail Core and the Old City Character Area.</p> <p>DfI Roads was consulted and has no objections to the proposal.</p> <p><b>Recommendation</b></p> <p>It is recommended that advertisement consent is granted subject to conditions. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.</p>	

# Case Officer Report

## Site Location Plan



## Proposed Artwork (concept design)



<b>Characteristics of the Site and Area</b>	
<b>1.0</b>	<b>Description of Proposed Development</b>
1.1	The application is for advertisement consent for City of Music artwork banner to be attached to an existing frame (temporary for 2 years).
<b>2.0</b>	<b>Description of Site</b>
2.1	The site is located at land at 22-30 King Street in Belfast City Centre. It consists of vacant single storey units and a single storey taxi rank (in operation).
<b>Planning Assessment of Policy and other Material Considerations</b>	
<b>3.0</b>	<b>Site History</b>
	Z/1990/3048 - 22 and 24 King Street, Belfast - Change of use from retail shop to taxi booking offices (Hours from 6pm to 8am) Appeal allowed 15.05.90
	Z/1989/2488 – 26King Street - Retention of use as taxi booking office from 6pm to 8am Daily – Permission refused
	Z/1981/0052 – Single storey return 103-105 Castle Street – Poster Panel 20ft wide x 10 ft high – permission refused
	Z/1980/0181 – Gable wall 105-105 Castle Street – One 48 Sheet poster panel- permission granted.
<b>4.0</b>	<b>Policy Framework</b>
4.1	BUAP 2001 Draft Belfast Metropolitan Area Plan 2004 Version of Belfast Metropolitan Area Plan published 03.09.14 Strategic Planning Policy Statement (SPPS) Planning Policy Statement 17: Control of Outdoor Advertisements
<b>5.0</b>	<b>Statutory Consultees Responses</b>
5.1	None
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.3	Dfl Roads – no objection
<b>7.0</b>	<b>Representations</b>
7.1	No comments have been received.
<b>8.0</b>	<b>Other Material Considerations</b>
8.1	None
<b>9.0</b>	<b>Assessment</b>

9.1	<u>Plan Status/Relevant Policy/Constraints</u>
9.2	<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 version of BMAP purported to be adopted 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.</p> <p>The site is within the development limit of Belfast as designated in both the BUAP and the draft BMAP. The site falls within the Primary Retail Core and the Old City Character Area as designated in Draft BMAP.</p>
9.3	<p>The Strategic Planning Policy for Northern Ireland (SPPS) is a material consideration for all decisions on individual planning applications and provides general policy context. PPS17 also provides relevant policy guidance.</p> <p><u>SPPS</u></p>
9.4	<p>With regard to the Control of Outdoor Advertisements, the SPPS states that care must be taken to ensure that all proposals will not detract from the place where advertising is to be displayed or its surroundings. In particular, it is important to prevent clutter, to adequately control signs involving illumination and to protect features such as listed buildings, and conservation areas from the potential adverse effects of advertising. The subject matter of advertising is not normally a material planning consideration.</p> <p><u>Policy AD1 – Amenity and Public Safety</u></p>
9.5	<p>Policy AD1 states:</p> <p style="text-align: center;"><i>Consent will be given for the display of an advertisement where:</i></p> <ul style="list-style-type: none"> <li><i>(i) it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></li> <li><i>(ii) it does not prejudice public safety.</i></li> </ul> <p><u>Impact on Character of the Area</u></p>
9.6	<p>The site consists of vacant single storey units and a single storey taxi rank (in operation). The units are 4.4m high with a flat roof. There is an existing redundant advertising hoarding frame on top of the row of units. The frame is 3.8m high and spans 19.7m across. To the rear of the site are the enclosed rear of premises from 91-75 Castle Street and 2-6 Marquis Street. Opposite the site to the west is the Tannery Building consisting of a mixed use development and multi-storey car.</p>
9.7	<p>The proposal seeks to install an 8.3m x 19.7m composite/mesh/coated foam board banner to the existing frame. The board is to have artwork for the Council's City of Music project and temporary advertising consent is sought for a 2 year period. The installation will not be illuminated.</p>
9.8	<p>PPS17 provides design guidelines for outdoor advertisements. Given the scale and nature of the proposed display, the guidance relating to poster panel displays is relevant. It states that poster panel displays are a common feature of urban advertising and rely on size and siting for their impact. As a result they have the potential to be over dominant and obtrusive in the street scene. There is a need therefore to ensure that such displays respect the scale of</p>

	<p>their surroundings. Equally, there is a need to prevent clutter and the undue dominance of such advertisements over other uses of land. In commercial areas it will be expected that the scale of such displays should respect the scale of adjacent buildings and the wider area.</p>
9.9	<p>The existing vacant units at the site have murals which have been in place since at least 2014. The gable end of 105 Castle Street has a 48 sheet poster panel which has been in place for some time and appears to originally have been granted permission in 1980. It is likely that the existing redundant hoarding frame at the site relates to an application for the 20ft x 10ft display which was refused permission in 1981. However, the planning history search does not reveal any further details as to what happened at the site in the intervening period.</p>
9.10	<p>Given that the existing site is of a derelict nature it is considered that the proposed artwork installation will be an improvement to the visual amenity of the area by making use of the redundant hoarding frame. As the display relates more to the artwork and to the attraction of music in the city than to the selling of a product, it is considered that it would make a positive contribution to the commercial/urban nature of the area.</p>
9.11	<p>While the installation will take up a considerable amount of elevation space, it is not considered that it will be negatively dominant or obtrusive in the street scene. The display will not read with the adjacent wall mounted hoarding as it will appear more like a mural than an advertisement and in this regard it will not lead to clutter. Additionally, consent is only sought for a 2 year period which will prevent the display from becoming a permanent feature without further consideration.</p>
9.12	<p>Based on the above assessment, the proposed display is considered to be compliant with AD1(i)</p> <p><u>Impact on Public Safety</u></p>
9.13	<p>Transport NI was consulted with regard to potential of the signage distracting drivers. It has no objection to the proposal.</p> <p><u>Recommendation</u></p>
9.14	<p>It is considered that the proposed artwork banner will be an improvement to the visual amenity of the area and will respect the character of the area. It will not result in a risk to public safety. Approval is therefore recommended.</p>
<b>10.0</b>	<p><b>Summary of Recommendation:</b> It is recommended that advertisement consent is granted subject to conditions. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.</p>
<b>11.0</b>	<p><b>Conditions</b></p> <ol style="list-style-type: none"> <li>1. The advertising display hereby approved shall be installed in accordance with Approved Drawing No. 03, date stamped 18 June 2018.</li> </ol> <p>Reason: In the interests of visual amenity.</p> <ol style="list-style-type: none"> <li>2. The approval is temporary for a period of 2 years from the date of approval of this application. Immediately upon the expiration of the 2 year period from the approval of this application, the signage and any associated fittings must be removed and the site reverted to its current condition.</li> </ol>

	Reason: In the interests of visual amenity.
<b>Notification to Department (if relevant)</b> Not required.	
<b>Representations from Elected members:</b> None	